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TVB

A RESEARCH TREND REPORT

TRENDS IN SPOT TV CATEGORIES

1989

Prepared by the TVB Research Department

4/90

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

Highlights

* Big categories ($15 Million +) with big percent gains:

		(000)		
		1988	1989	% Increase
1.	Cameras & Photographic Supplies	$15,331.5	$35,018.0	128.4%
2.	Petroleum Companies, Gen Promo	7,701.8	16,018.3	108.0%
3.	Computers, Hardware & Software	8,354.8	15,854.1	89.8%
4.	Institution & Corp Promos & Co-ops	29,431.2	49,172.4	67.1%
5.	Regular, Casual & Sport Footwear	26,080.8	40,675.9	56.0%

* Smaller categories with big percent gains:

		(000)		
		1988	1989	% Increase
1.	Bedding & Linen	$ 476.1	$ 2,719.5	471.2%
2.	Truck Rental's & Leasing	812.2	4,305.8	430.1%
3.	Infants' Foods	1,951.1	8,016.9	310.9%
4.	Lip & Beauty Products	1,075.1	3,809.1	254.3%
5.	Data Transmission Systems	3,352.0	11,834.9	253.1%

*Categories with the biggest dollar gains:

		(000)		
		1988	1989	$ Increase
1.	Passenger Cars, Imported	$ 277,460.9	$ 364,989.0	$ 87,528.1
2.	Auto Dealers Associations	690,281.3	775,402.0	85,120.7
3.	Financial	58,239.6	89,057.2	30,817.6
4.	Gasoline & Motor Oil	99,300.9	125,917.0	26,616.1
5.	Institution & Corp Promos & Co-ops	29,431.2	49,172.4	19,741.2

The following pages present all the categories three ways:

1. Ranked by dollar change.
2. Ranked by percent change.
3. By code number with major category totals.

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
T112	PASSENGER CARS, IMPORTED	245,290.0	277,460.9	364,989.0	87,528.1	31.5%
T113	AUTO DEALERS ASSOCIATIONS	642,799.2	690,281.3	775,402.0	85,120.7	12.3%
B150	FINANCIAL	50,032.0	58,239.6	89,057.2	30,817.6	52.9%
T211	GASOLINE & MOTOR OIL	94,839.8	99,300.9	125,917.0	26,616.1	26.8%
G561	INSTITUTION & CORPORATE PROMOS & CO-OPS	28,517.1	29,431.2	49,172.4	19,741.2	67.1%
G230	CAMERAS & PHOTOGRAPHIC SUPPLIES	13,787.0	15,331.5	35,018.0	19,686.5	128.4%
F171	COFFEE, TEA & COCOA	45,811.0	57,655.1	75,859.7	18,204.6	31.6%
B160	GOVERNMENT ADVERTISING	44,296.2	62,435.2	78,677.3	16,242.1	26.0%
A131	REGULAR, CASUAL & SPORT FOOTWEAR	13,116.7	26,090.8	40,675.9	14,595.1	56.0%
B220	FIRE, CASUALTY, OTHER INSURANCE	24,475.4	28,424.4	40,031.6	11,607.2	40.8%
B141	COMMUNICATIONS EQUIPMENT & SERVICES	14,551.2	32,181.4	43,595.0	11,413.6	35.5%
B144	TELEPHONE COMPANIES	91,909.7	92,463.1	103,002.3	10,539.2	11.4%
F131	MILK, YOGURT, BUTTER & EGGS	43,837.1	55,124.8	64,334.6	9,209.8	16.7%
D125	MEN'S TOILETRIES	18,268.8	21,915.6	30,932.6	9,017.0	41.1%
H525	MISC FIXTURES, EQUIPMENT & SYSTEMS	19,842.8	17,907.5	26,626.9	8,719.4	48.7%
B143	DATA TRANSMISSION SYSTEMS	773.1	3,352.0	11,834.9	8,482.9	253.1%
T230	PETROLEUM COMPANIES, GEN PROMO	7,827.0	7,701.8	16,018.3	8,316.5	108.0%
B311	COMPUTERS, HARDWARE & SOFTWARE	13,946.7	8,354.8	15,854.1	7,499.3	89.8%
D121	DENTAL SUPPLIES & MOUTHWASHES	36,729.3	37,360.6	44,605.2	7,244.6	19.4%
F212	SNACK FOODS & NUTS	51,705.6	49,466.8	56,201.6	6,734.8	13.6%
F112	SHORTENING, OILS & MARGARINE	23,353.0	28,441.5	34,515.7	6,074.2	21.4%
F124	INFANTS' FOODS	6,268.7	1,951.1	8,016.9	6,065.8	310.9%
F118	SALAD DRESSINGS & MAYONNAISE	14,520.7	13,026.2	18,469.6	5,443.4	41.8%
A121	UNDERWEAR, SLEEPWEAR & LOUNGING APPAREL	16,039.3	4,604.0	9,959.8	5,355.8	116.3%
F116	CONDIMENTS, PICKLES & RELISHES	24,845.8	18,299.8	23,473.2	5,173.4	28.3%
T212	GAS DEALER SERVICES, PROMOTIONS	20,950.8	16,788.3	21,470.5	4,682.2	27.9%
H330	AUDIO & VIDEO RECORDINGS	44,211.7	63,896.3	68,576.3	4,680.0	7.3%
F111	SUGARS, SYRUPS & JELLIES	11,593.0	8,923.6	13,566.0	4,642.4	52.0%
F223	NON-CARBONATED SOFT DRINKS	22,354.9	15,148.9	19,526.8	4,377.9	28.9%
H320	HOME ELECTRONICS COMPONENTS & SUPPLIES	22,196.3	25,615.6	29,936.4	4,320.8	16.9%
H541	PAINT, VARNISHES & MISC COATINGS	15,744.3	10,681.8	14,325.1	3,643.3	34.1%
T141	CAR & TRUCK TIRES & TUBES	17,785.0	15,631.6	19,201.5	3,569.9	22.8%
A116	SPORTSWEAR BOTTOMS	9,401.6	10,495.6	14,055.2	3,559.6	33.9%
T162	TRUCK RENTALS & LEASING	1,862.8	812.2	4,305.8	3,493.6	430.1%
H233	FOOD WRAPS & FOILS	19,582.0	14,907.0	18,351.6	3,444.6	23.1%
D111	CREAMS & LOTIONS	19,445.3	25,223.2	28,628.9	3,405.7	13.5%
A117	MULTIPLE APPAREL, MFRS & MISC.	13,897.5	10,922.1	14,292.8	3,370.7	30.9%
D147	MISCELLANEOUS & COMBINATION HAIR CARE PDTS	-NA-	16,465.3	19,819.9	3,354.6	20.4%
D145	MEN'S HAIR COLOR PRODUCTS	-NA-	1,248.6	4,318.3	3,069.7	245.9%
H215	MISCELLANEOUS MAJOR APPLIANCES	18,115.5	10,862.7	13,874.4	3,011.7	27.7%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
H231	COOKING UTENSILS & PRESSURE COOKERS	3,824.0	2,791.8	5,798.9	3,007.1	107.7%
H431	CLEANERS & CLEANSER (GEN HOUSEHOLD USE)	25,160.3	23,236.5	26,135.2	2,898.7	12.5%
D112	LIP & EYE BEAUTY PRODUCTS	3,315.5	1,075.1	3,809.1	2,734.0	254.3%
D123	FEMININE HYGIENE PRODUCTS	5,629.3	3,714.7	6,357.8	2,643.1	71.2%
T610	GARDEN MACHINERY, IMPLEMENTS & FIXTURES	34,164.4	30,063.4	32,639.4	2,576.0	8.6%
D222	MISCELLANEOUS MEDICAL SUPPLIES	7,069.7	6,207.2	8,686.9	2,479.7	39.9%
T432	HOTELS & RESORTS, OUTSIDE U S	31,842.4	39,931.3	42,410.2	2,478.9	6.2%
G531	PET FOODS	35,738.8	33,538.4	36,011.0	2,472.6	7.4%
H521	PLUMBING & SANITATION EQUIPMENT	7,080.6	8,547.5	10,897.0	2,349.5	27.5%
D216	MEDICATED SKIN PRODUCTS & LINIMENTS	23,764.9	20,468.3	22,791.7	2,323.4	11.4%
F153	MEALS	-NA-	16,549.8	18,839.3	2,289.5	13.8%
F125	MACARONI, SPAGHETTI, NOODLE PDTS & DINNERS	28,097.1	27,831.7	30,092.6	2,260.9	8.1%
H142	BEDDING & LINENS	1,412.7	476.1	2,719.5	2,243.4	471.2%
H232	HOUSEHOLD PAPER PRODUCTS	33,926.9	33,612.8	35,854.6	2,241.8	6.7%
T623	LAWN & GARDEN PEST CONTROLS	3,743.2	4,593.9	6,772.8	2,178.9	47.4%
H234	PATIO & BARBECUE EQUIPMENT ACCESSORIES	2,365.5	4,011.1	5,940.9	1,929.8	48.1%
H133	CARPET FIBERS & MATERIALS	1,013.7	1,705.6	3,548.0	1,842.4	108.0%
F119	MISCELLANEOUS FOOD INGREDIENTS	4,063.8	4,215.9	6,055.6	1,839.7	43.6%
D146	PERSONAL CARE & GROOMING APPLIANCES	-NA-	3,286.8	5,087.2	1,800.4	54.8%
B410	BOOKS & MUSIC	15,251.3	15,966.6	17,729.6	1,763.0	11.0%
F151	LUNCH MEATS & HOT DOGS	-NA-	18,980.7	20,537.7	1,557.0	8.2%
T115	MOTORCYCLES & ALL TERRAIN VEHICLES	4,460.3	1,200.0	2,749.4	1,549.4	129.1%
B183	RELIGIOUS, CHARITABLE & HUMANITARIAN	3,052.6	4,906.1	6,448.0	1,541.9	31.4%
D142	SHAMPOOS, RINSES & CONDITIONERS	-NA-	28,725.2	30,212.5	1,487.3	5.2%
T152	ANTI-FREEZE & ADDITIVES	2,454.6	1,745.3	3,141.7	1,396.4	80.0%
F127	MISCELLANEOUS PREPARED FOODS	5,558.7	6,885.1	8,273.8	1,388.7	20.2%
B130	CORRESPONDENCE SCHOOLS	7,249.2	9,820.3	11,191.5	1,371.2	14.0%
B321	STATIONERY & PAPER GOODS	2,905.3	3,886.8	5,166.7	1,279.9	32.9%
H243	DEODORIZERS & AIR FRESHENERS	2,794.1	2,160.0	3,425.1	1,265.1	58.6%
H235	MISCELLANEOUS ACCESSORIES & SUPPLIES	10,230.6	10,221.3	11,326.7	1,105.4	10.8%
A142	NOTIONS	1,588.4	3,270.7	4,357.3	1,086.6	33.2%
D214	LAXATIVES	9,386.7	7,695.3	8,596.6	901.3	11.7%
D114	FACIAL MAKEUP PRODUCTS	2,792.5	3,939.8	4,762.9	823.1	20.9%
F141	CITRUS FRUITS	2,520.3	1,928.2	2,703.0	774.8	40.2%
T161	CAR RENTALS & LEASING	24,676.1	26,440.1	27,205.3	765.2	2.9%
D144	HOME PERMS & RELAXERS	-NA-	5,916.5	6,653.4	736.9	12.5%
A122	FOUNDATIONS & BRAS	1,474.0	2,083.1	2,812.6	729.5	35.0%
F132	CHEESE	23,841.1	22,316.4	22,986.2	669.8	3.0%
H131	CARPETS, RUGS & PADS	969.4	1,984.7	2,611.1	626.4	31.6%
A141	APPAREL ACCESSORIES	1,543.4	1,543.7	2,146.6	602.9	39.1%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
T624	HOUSE PLANTS & SUPPLIES	2,679.0	3,140.0	3,717.5	577.5	18.4%
H432	FLOOR & FURNITURE POLISHES & WAXES	1,000.8	1,065.6	1,637.4	571.8	53.7%
G212	WATCHES	25,428.6	19,728.5	20,276.6	548.1	2.8%
A170	APPAREL FABRICS & FINISHES	2,193.8	0.3	518.0	517.7	172566.7%
T222	FUELS	119.5	36.0	535.1	499.1	1386.4%
E322	PENS, PENCILS, MARKERS & MISCELLANEOUS	59.7	75.9	485.5	409.6	539.7%
G460	GOLF EQUIPMENT	450.6	381.5	705.2	323.7	84.8%
G572	EMPLOYMENT RECRUITMENT	1,799.9	1,431.6	1,714.5	282.9	19.8%
G510	LUGGAGE & LEATHER GOODS	65.1	87.2	356.9	269.7	309.3%
H242	HOME DISINFECTANTS	1,410.1	852.8	1,116.0	263.2	30.9%
G470	SKI EQUIPMENT	60.5	93.7	334.8	241.1	257.3%
H340	MUSICAL INSTRUMENTS	3,666.7	1,383.4	1,620.2	236.8	17.1%
H524	HOME WORKSHOP HAND & POWER TOOLS	3,670.0	3,811.2	4,035.0	223.8	5.9%
A134	SHOE CARE PRODUCTS	11.9	0.0	180.1	180.1	INF%
A150	HATS	161.9	261.7	414.9	153.2	58.5%
H211	REFRIGERATORS & FREEZERS	2,343.4	531.7	680.5	148.8	28.0%
T621	LAWN & GARDEN SEEDS, BULBS & NURSERY STOCK	1,714.0	132.0	261.5	129.5	98.1%
T532	FARM FEEDS & SUPPLEMENTS	271.0	112.1	230.0	117.9	105.2%
B612	PACKAGING & PAPER PRODUCTS	393.1	44.2	114.8	70.6	159.7%
G422	HUNTING EQUIPMENT	1,022.8	47.8	115.2	67.4	141.0%
T570	SEEDS (FIELD CROP)	1,296.0	2,633.2	2,692.9	59.7	2.3%
G430	BOATS & MOTORS	1,534.5	2,670.7	2,730.1	59.4	2.2%
G421	CAMPING EQUIPMENT	75.5	29.9	75.6	45.7	152.8%
B614	INDUSTRIAL CHEMICALS & PLASTICS	84.6	48.6	79.3	30.7	63.2%
A113	FURS & FUR COATS	35.0	28.1	51.9	23.8	84.7%
T520	CROP MACHINERY & EQUIPMENT	322.6	183.7	203.0	19.3	10.5%
H530	FENCES	0.0	7.8	24.9	17.1	219.2%
B620	INDUSTRIAL & AGRICULTURAL AREA DEVELOPMENT	24.8	12.1	22.4	10.3	85.1%
F340	MISCELLANEOUS MIXING INGREDIENTS	118.8	106.5	115.6	9.1	8.5%
H542	WALLPAPER	195.5	2.3	6.5	4.2	182.6%
T560	AGRICULTURAL SERVICES & MISCELLANEOUS	75.6	17.5	21.3	3.8	21.7%
B611	RAILROAD FREIGHT	0	0	2.0	2.0	INF%
B520	INDUSTRIAL MACHINERY, INSTRUMENTS & COMPNTS	99.7	57.3	57.3	0.0	0.0%
D240	PHYSICAL CULTURE	92.2	0.0	0.0	0.0	0.0%
T534	LIVESTOCK & POULTRY	0.0	0.0	0.0	0.0	0.0%
T142	MISCELLANEOUS TIRES & TUBES	1.4	1.0	0.6	(0.4)	-40.0%
B613	STEAMSHIP, TRUCK & OTHER FREIGHT	10.6	1.5	0.0	(1.5)	-100.0%
T531	DAIRY, POULTRY & LIVESTOCK EQPT & ACCESS	0.2	1.7	0.0	(1.7)	-100.0%
G410	FISHING TACKLE & EQUIPMENT	1,002.2	710.5	703.2	(7.3)	-1.0%
D128	HYGIENIC GOODS COMBINATION COPY	120.3	48.7	40.0	(8.7)	-17.9%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
B182	UNIONS	2,340.5	3,261.1	3,249.0	(12.1)	-0.4%
G222	OPTICAL PRECISION INSTRUMENTS	0.0	18.3	0.1	(18.2)	-99.5%
T221	LUBRICANTS	23.1	38.8	14.6	(24.2)	-62.4%
H141	DRAPERIES, CURTAINS & HOUSEHOLD FABRICS	148.3	29.4	4.1	(25.3)	-86.1%
A160	HOSIERY	676.5	2,537.1	2,507.0	(30.1)	-1.2%
G571	BUSINESS PROPOSITIONS	3.1	118.3	86.9	(31.4)	-26.5%
B315	OFFICE FURNITURE & MISCELLANEOUS	74.2	75.6	33.7	(41.9)	-55.4%
H217	ROOM AIR CONDITIONERS	494.6	885.0	821.1	(63.9)	-7.2%
G480	SNOWMOBILES	1,043.0	970.6	899.6	(71.0)	-7.3%
H112	SILVERWARE & METALWARE	36.7	225.7	100.1	(125.6)	-55.6%
H216	MAJOR APPLIANCE COMBINATION COPY	4,735.2	6,064.1	5,922.8	(141.3)	-2.3%
D143	HAIR SPRAYS, MOUSSES & GELS	-NA-	744.7	602.1	(142.6)	-19.1%
H513	LUMBER & WOODWORK	143.1	332.3	186.2	(146.1)	-44.0%
A132	PROTECTIVE & WORK FOOTWEAR	149.4	223.5	74.6	(148.9)	-66.6%
H111	CHINA, GLASSWARE & POTTERY	1,820.7	826.9	677.3	(149.6)	-18.1%
H132	LINOLEUM, MISC HARD SURFACE FLOOR COVERING	878.0	1,245.4	1,068.9	(176.5)	-14.2%
T630	HORTICULTURE SERVICES & MISC	628.8	871.0	684.1	(186.9)	-21.5%
T151	BATTERIES	1,402.5	1,869.5	1,667.9	(201.6)	-10.8%
T130	MOTOR & MOBILE HOMES & CAMPERS	753.5	421.4	187.8	(233.6)	-55.4%
T540	FERTILIZERS & SEED TREATMENT	638.8	268.5	22.2	(246.3)	-91.7%
H214	LAUNDRY EQUIPMENT	2,236.7	383.1	108.4	(274.7)	-71.7%
H512	INSULATION, WALLBOARD, ROOFING & SIDING	1,211.7	1,160.3	857.1	(303.2)	-26.1%
T533	FARM REMEDIES & SERVICES	1,030.3	448.6	72.6	(376.0)	-83.8%
A115	SPORTSWEAR TOPS	21.4	559.2	136.5	(422.7)	-75.6%
H411	SOAPS & LIGHT DUTY DETERGENTS	10,722.5	12,176.6	11,745.8	(430.8)	-3.5%
B313	COPIERS & OTHER OFFICE MACHINES	7,246.0	8,346.5	7,703.6	(642.9)	-7.7%
T414	MISCELLANEOUS PASSENGER TRAVEL	10,814.1	11,999.1	11,322.0	(677.1)	-5.6%
H515	MISCELLANEOUS BUILDING MATERIALS	3,929.2	4,516.8	3,832.3	(684.5)	-15.2%
G120	SMOKING MATERIALS	3,029.8	5,358.9	4,624.8	(734.1)	-13.7%
F162	CAKES, PIES & PASTRIES	18,165.0	9,733.6	8,990.6	(743.0)	-7.6%
D124	DEPILATORIES & DEODORANTS	19,430.0	13,273.8	12,491.9	(781.9)	-5.9%
H212	STOVES & RANGES	3,303.3	1,307.2	516.0	(791.2)	-60.5%
D219	MISCELLANEOUS MEDICATIONS	19,455.4	20,517.8	19,699.2	(818.6)	-4.0%
B189	MISC. ORGANIZATION ADVERTISING	2,568.5	6,790.7	5,971.1	(819.6)	-12.1%
A112	COATS, SUITS, DRESSES & RAINWEAR	156.6	1,575.7	745.9	(829.8)	-52.7%
H120	FURNITURE	39,648.3	29,818.2	28,871.2	(947.0)	-3.2%
D131	BATH PRODUCTS	675.8	1,811.6	840.0	(971.6)	-53.6%
F152	BACON, SAUSAGE & KIELBASA	-NA-	20,904.4	19,918.8	(985.6)	-4.7%
G440	BICYCLES & ACCESSORIES	2,717.7	2,843.8	1,818.3	(1,025.5)	-36.1%
D212	COLD, COUGH & SINUS REMEDIES	60,434.7	56,821.4	55,749.3	(1,072.1)	-1.9%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
H143	HOUSEHOLD FABRIC FIBER & FINISHES	214.8	1,498.7	363.5	(1,135.2)	-75.7%
F113	FLOUR, PREPARED BAKING MIXES & INGREDIENTS	9,545.8	9,725.4	8,586.2	(1,139.2)	-11.7%
F224	BOTTLED WATER	11,791.4	12,810.4	11,667.3	(1,143.1)	-8.9%
D141	HAIR COLORING PRODUCTS	-NA-	3,370.7	2,206.5	(1,164.2)	-34.5%
B612	AIRLINE FREIGHT	20,924.3	36,951.9	35,786.7	(1,165.2)	-3.2%
D217	REDUCING AIDS	7,803.8	3,566.0	2,327.0	(1,239.0)	-34.7%
H220	SMALL APPLIANCES & EQUIPMENT	20,213.5	14,985.6	13,716.9	(1,268.7)	-8.5%
F154	POULTRY	-NA-	31,203.9	29,912.4	(1,291.5)	-4.1%
G490	MISCELLANEOUS SPORTING EQUIPMENT	7,648.3	6,987.9	5,670.7	(1,317.2)	-18.8%
T153	CAR CLEANERS, WAXES & POLISHES	2,034.0	2,879.7	1,458.6	(1,421.1)	-49.3%
G562	MISCELLANEOUS (NOT ELSEWHERE CLASSIFIED)	11,422.0	18,260.2	16,818.9	(1,441.3)	-7.9%
F163	COOKIES & CRACKERS	16,038.9	15,895.6	14,359.7	(1,535.9)	-9.7%
T154	AUTO PARTS & ACCESSORIES	5,279.6	6,884.5	5,334.8	(1,549.7)	-22.5%
B314	DATA SYSTEMS, GENERAL PROMO & COMBO COPY	3,904.8	4,132.8	2,510.2	(1,622.6)	-39.3%
D218	PHARMACEUTICAL HOUSES, GENERAL PROMOTION	2,153.0	3,153.3	1,499.4	(1,653.9)	-52.4%
D213	DIGESTIVE AIDS & ANTACIDS	19,574.3	15,621.0	13,938.7	(1,682.3)	-10.8%
A111	BLOUSES & SHIRTS	530.3	2,375.7	687.8	(1,687.9)	-71.0%
H433	CLEANERS, WAXES & POLISHES (SPECIFIC USES)	15,308.0	14,344.8	12,636.8	(1,708.0)	-11.9%
F155	FISH (SEAFOOD)	-NA-	11,054.2	9,211.7	(1,842.5)	-16.7%
F180	COMBINATION FOOD COPY	13,979.7	6,611.7	4,764.3	(1,847.4)	-27.9%
D132	PRE-MOISTEN TOWELETTES & MISC TOILET GOODS	1,963.9	3,030.5	1,182.9	(1,847.6)	-61.0%
B312	WORD PROCESSORS & TYPEWRITERS	4,250.2	2,041.3	40.8	(2,000.5)	-98.0%
B210	LIFE INSURANCE (INCLUDING GROUP & MEDICAL)	93,185.5	65,868.3	63,850.4	(2,017.9)	-3.1%
G211	JEWELRY	6,621.6	4,130.6	2,102.9	(2,027.7)	-49.1%
G112	CIGARS & TOBACCO	2,519.0	2,306.4	258.0	(2,048.4)	-88.8%
D122	TOILET SOAPS	29,776.2	20,464.1	18,305.1	(2,159.0)	-10.6%
H150	MISC HOUSEHOLD FURNISHINGS	5,314.2	5,025.0	2,627.3	(2,397.7)	-47.7%
D129	MISCELLANEOUS HYGIENIC GOODS	842.4	5,132.1	2,712.7	(2,419.4)	-47.1%
D115	MANICURE PREPARATIONS & IMPLEMENTS	6,356.4	4,613.2	2,171.7	(2,441.5)	-52.9%
F121	SOUPS	19,854.0	19,746.0	17,285.8	(2,460.2)	-12.5%
D116	COSMETICS COMBINATION COPY	9,831.6	10,573.2	7,574.2	(2,999.0)	-28.4%
F173	VEGETABLE JUICES	4,809.6	3,362.1	317.1	(3,045.0)	-90.6%
D127	WOMEN'S SHAVING EQUIPMENT	1,193.4	8,391.5	5,241.7	(3,149.8)	-37.5%
H523	WIRING, LIGHT FIXTURES & ACCESSORIES	6,993.5	6,232.8	3,043.8	(3,189.0)	-51.2%
F114	SEASONINGS, SPICES & EXTRACTS	7,249.3	4,566.2	1,321.2	(3,245.0)	-71.1%
D215	VITAMIN PREPARATIONS & TONICS	13,159.0	7,984.8	4,706.4	(3,278.4)	-41.1%
F115	DESSERTS & DESSERT INGREDIENTS	21,213.0	18,555.3	15,220.1	(3,335.2)	-18.0%
F117	SAUCES, GRAVIES & DIPS	38,153.2	37,468.2	34,083.5	(3,384.7)	-9.0%
D126	MEN'S SHAVING EQUIPMENT	7,282.8	8,163.1	4,733.8	(3,429.3)	-42.0%
F143	VEGETABLES	21,077.0	18,773.2	15,339.8	(3,433.4)	-18.3%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
G221	SUNGLASSES & EYE GLASSES	3,117.3	5,227.7	1,435.1	(3,792.6)	-72.5%
F161	BREAD & ROLLS	58,825.7	55,458.7	51,616.8	(3,841.9)	-6.9%
T550	PEST CONTROLS	19,381.5	18,079.1	14,115.7	(3,963.4)	-21.9%
G532	PETS & PET SUPPLIES	15,486.5	9,093.3	5,033.3	(4,060.0)	-44.6%
F126	OTHER DINNERS & PREPARED DISHES	63,413.3	65,175.6	61,064.5	(4,111.1)	-6.3%
T412	CRUISE SHIP PASSENGER TRAVEL	7,581.5	26,115.9	21,805.0	(4,310.9)	-16.5%
D211	HEADACHE REMEDIES, SEDATIVES & SLEEP AIDS	16,461.6	22,956.1	18,509.2	(4,446.9)	-19.4%
H522	HEATING & AIR CONDITIONING SYSTS	17,551.2	19,977.2	15,517.2	(4,460.0)	-22.3%
T622	LAWN & GARDEN FERTILIZERS	7,531.9	7,703.9	3,206.9	(4,497.0)	-58.4%
F123	HEALTH & DIETARY FOODS	4,977.2	12,605.2	7,604.5	(5,000.7)	-39.7%
H412	HEAVY DUTY DETERGENTS	58,120.5	57,484.7	52,172.5	(5,312.2)	-9.2%
H241	HOME PEST CONTROLS	19,834.9	20,281.8	14,624.5	(5,657.3)	-27.9%
H310	HOME ELECTRONIC EQUIPMENT	17,301.9	22,380.3	16,336.3	(6,044.0)	-27.0%
F133	ICE CREAM & SHERBETS	50,817.4	38,759.1	32,443.9	(6,315.2)	-16.3%
G450	GAMES, TOYS & HOBBYCRAFT	205,832.0	187,450.1	179,674.9	(7,775.2)	-4.1%
T120	TRUCKS & OTHER VEHICLES	103,825.9	117,880.6	109,891.3	(7,989.3)	-6.8%
F142	OTHER FRUITS (INCL FRESH NUTS)	17,816.9	18,788.1	10,720.3	(8,067.8)	-42.9%
D221	MEDICAL APPLIANCES & EQUIPMENT	14,588.3	18,953.0	10,094.8	(8,858.2)	-46.7%
F211	CANDY & GUM	97,111.5	85,455.7	76,133.2	(9,322.5)	-10.9%
B142	LONG DISTANCE SERVICES	47,674.1	52,242.3	42,909.6	(9,332.7)	-17.9%
H420	LAUNDRY PREPARATIONS	26,144.3	23,803.0	14,043.1	(9,759.9)	-41.0%
D113	PERFUMES & TOILET WATER	37,467.8	48,041.4	37,822.7	(10,218.7)	-21.3%
F122	CEREALS	173,477.9	184,305.5	172,167.8	(12,137.7)	-6.6%
F172	FRUIT JUICES	43,928.1	52,181.6	39,485.7	(12,695.9)	-24.3%
T413	AIRLINE PASSENGER TRAVEL	127,784.6	123,694.2	107,622.9	(16,071.3)	-13.0%
F221	CARBONATED SOFT DRINKS	241,684.8	211,590.1	195,347.5	(16,242.6)	-7.7%
T111	PASSENGER CARS, DOMESTIC	126,148.8	148,070.9	130,809.1	(17,261.8)	-11.7%
F320	WINES & COOLERS	40,573.6	29,336.0	9,552.5	(19,783.5)	-67.4%
B420	MAGAZINES, NEWSPAPERS & OTHER MEDIA	153,253.7	137,566.6	112,621.9	(24,944.7)	-18.1%
F310	BEER & ALE	196,448.2	225,846.4	198,569.8	(27,276.6)	-12.1%
B181	POLITICAL ADVERTISING	0.0	42,926.7	2,049.7	(40,877.0)	-95.2%
	TOTALS:	5,131,287.9	5,271,214.0	5,423,257.0	152,043.0	2.9%

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
A170	APPAREL FABRICS & FINISHES	2,193.8	0.3	518.0	517.7	172566.7%
T222	FUELS	119.5	36.0	535.1	499.1	1386.4%
B322	PENS, PENCILS, MARKERS & MISCELLANEOUS	59.7	75.9	485.5	409.6	539.7%
H142	BEDDING & LINENS	1,412.7	476.1	2,719.5	2,243.4	471.2%
T162	TRUCK RENTALS & LEASING	1,862.8	812.2	4,305.8	3,493.6	430.1%
F124	INFANTS' FOODS	6,268.7	1,951.1	8,016.9	6,065.8	310.9%
G510	LUGGAGE & LEATHER GOODS	65.1	87.2	356.9	269.7	309.3%
G470	SKI EQUIPMENT	60.5	93.7	334.8	241.1	257.3%
D112	LIP & EYE BEAUTY PRODUCTS	3,315.5	1,075.1	3,809.1	2,734.0	254.3%
B143	DATA TRANSMISSION SYSTEMS	773.1	3,352.0	11,834.9	8,482.9	253.1%
D145	MEN'S HAIR COLOR PRODUCTS	-NA-	1,248.6	4,318.3	3,069.7	245.9%
H530	FENCES	0.0	7.8	24.9	17.1	219.2%
H542	WALLPAPER	195.5	2.3	6.5	4.2	182.6%
B512	PACKAGING & PAPER PRODUCTS	393.1	44.2	114.8	70.6	159.7%
G421	CAMPING EQUIPMENT	75.5	29.9	75.6	45.7	152.8%
G422	HUNTING EQUIPMENT	1,022.8	47.8	115.2	67.4	141.0%
T115	MOTORCYCLES & ALL TERRAIN VEHICLES	4,460.3	1,200.0	2,749.4	1,549.4	129.1%
G230	CAMERAS & PHOTOGRAPHIC SUPPLIES	13,787.0	15,331.5	35,018.0	19,686.5	128.4%
A121	UNDERWEAR, SLEEPWEAR & LOUNGING APPAREL	16,039.3	4,604.0	9,959.8	5,355.8	116.3%
H133	CARPET FIBERS & MATERIALS	1,013.7	1,705.6	3,548.0	1,842.4	108.0%
T230	PETROLEUM COMPANIES, GEN PROMO	7,827.0	7,701.8	16,018.3	8,316.5	108.0%
H231	COOKING UTENSILS & PRESSURE COOKERS	3,824.0	2,791.8	5,798.9	3,007.1	107.7%
T532	FARM FEEDS & SUPPLEMENTS	271.0	112.1	230.0	117.9	105.2%
T621	LAWN & GARDEN SEEDS, BULBS & NURSERY STOCK	1,714.0	132.0	261.5	129.5	98.1%
B311	COMPUTERS, HARDWARE & SOFTWARE	13,946.7	8,354.8	15,854.1	7,499.3	89.8%
B620	INDUSTRIAL & AGRICULTURAL AREA DEVELOPMENT	24.8	12.1	22.4	10.3	85.1%
G460	GOLF EQUIPMENT	450.6	381.5	705.2	323.7	84.8%
A113	FURS & FUR COATS	35.0	28.1	51.9	23.8	84.7%
T152	ANTI-FREEZE & ADDITIVES	2,454.6	1,745.3	3,141.7	1,396.4	80.0%
D123	FEMININE HYGIENE PRODUCTS	5,629.3	3,714.7	6,357.8	2,643.1	71.2%
G561	INSTITUTION & CORPORATE PROMOS & CO-OPS	28,517.1	29,431.2	49,172.4	19,741.2	67.1%
B514	INDUSTRIAL CHEMICALS & PLASTICS	84.6	48.6	79.3	30.7	63.2%
H243	DEODORIZERS & AIR FRESHENERS	2,794.1	2,160.0	3,425.1	1,265.1	58.6%
A150	HATS	161.9	261.7	414.9	153.2	58.5%
A131	REGULAR, CASUAL & SPORT FOOTWEAR	13,116.7	26,080.8	40,675.9	14,595.1	56.0%
D146	PERSONAL CARE & GROOMING APPLIANCES	-NA-	3,286.8	5,087.2	1,800.4	54.8%
H432	FLOOR & FURNITURE POLISHES & WAXES	1,000.8	1,065.6	1,637.4	571.8	53.7%
B150	FINANCIAL	50,032.0	58,239.6	89,057.2	30,817.6	52.9%
F111	SUGARS, SYRUPS & JELLIES	11,593.0	8,923.6	13,566.0	4,642.4	52.0%
H525	MISC FIXTURES, EQUIPMENT & SYSTEMS	19,842.8	17,907.5	26,626.9	8,719.4	48.7%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
H234	PATIO & BARBECUE EQUIPMENT ACCESSORIES	2,365.5	4,011.1	5,940.9	1,929.8	48.1%
T623	LAWN & GARDEN PEST CONTROLS	3,743.2	4,593.9	6,772.8	2,178.9	47.4%
F119	MISCELLANEOUS FOOD INGREDIENTS	4,063.8	4,215.9	6,055.6	1,839.7	43.6%
F118	SALAD DRESSINGS & TOPPINGS	14,520.7	13,026.2	18,469.6	5,443.4	41.8%
D125	MEN'S TOILETRIES	18,268.8	21,915.6	30,932.6	9,017.0	41.1%
B220	FIRE, CASUALTY, OTHER INSURANCE	24,475.4	28,424.4	40,031.6	11,607.2	40.8%
F141	CITRUS FRUITS	2,520.3	1,928.2	2,703.0	774.8	40.2%
D222	MISCELLANEOUS MEDICAL SUPPLIES	7,069.7	6,207.2	8,686.9	2,479.7	39.9%
A141	APPAREL ACCESSORIES	1,543.4	1,543.7	2,146.6	602.9	39.1%
B141	COMMUNICATIONS EQUIPMENT & SERVICES	14,551.2	32,181.4	43,595.0	11,413.6	35.5%
A122	FOUNDATIONS & BRAS	1,474.0	2,083.1	2,812.6	729.5	35.0%
H541	PAINT, VARNISHES & MISC COATINGS	15,744.3	10,681.8	14,325.1	3,643.3	34.1%
A116	SPORTSWEAR BOTTOMS	9,401.6	10,495.6	14,055.2	3,559.6	33.9%
A142	NOTIONS	1,588.4	3,270.7	4,357.3	1,086.6	33.2%
B321	STATIONERY & PAPER GOODS	2,905.3	3,886.8	5,166.7	1,279.9	32.9%
F171	COFFEE, TEA & COCOA	45,811.0	57,656.1	75,859.7	18,204.6	31.6%
H131	CARPETS, RUGS & MATS	969.4	1,984.7	2,611.1	626.4	31.6%
T112	PASSENGER CARS, IMPORTED	245,290.0	277,460.9	364,989.0	87,528.1	31.5%
B183	RELIGIOUS, CHARITABLE & HUMANITARIAN	3,052.6	4,306.1	6,448.0	1,541.9	31.4%
H242	HOME DISINFECTANTS	1,410.1	852.8	1,116.0	263.2	30.9%
A117	MULTIPLE APPAREL, MFRS & MISC.	13,897.5	10,922.1	14,292.8	3,370.7	30.9%
F223	NON-CARBONATED SOFT DRINKS	22,354.9	15,148.9	19,526.8	4,377.9	28.9%
F116	CONDIMENTS, PICKLES & RELISHES	24,845.8	18,299.8	23,473.2	5,173.4	28.3%
H211	REFRIGERATORS & FREEZERS	2,343.4	531.7	680.5	148.8	28.0%
T212	GAS DEALER SERVICES, PROMOTIONS	20,950.8	16,788.3	21,470.5	4,682.2	27.9%
H215	MISCELLANEOUS MAJOR APPLIANCES	18,115.5	10,862.7	13,874.4	3,011.7	27.7%
H521	PLUMBING & SANITATION EQUIPMENT	7,080.6	8,547.5	10,897.0	2,349.5	27.5%
T211	GASOLINE & MOTOR OIL	94,839.8	99,300.9	125,917.0	26,616.1	26.8%
B160	GOVERNMENT ADVERTISING	44,296.2	62,435.2	78,677.3	16,242.1	26.0%
H233	FOOD WRAPS & FOILS	19,582.0	14,907.0	18,351.6	3,444.6	23.1%
T141	CAR & TRUCK TIRES & TUBES	17,785.0	15,631.6	19,201.5	3,569.9	22.8%
T560	AGRICULTURAL SERVICES & MISCELLANEOUS	75.6	17.5	21.3	3.8	21.7%
F112	SHORTENING, OILS & MARGARINE	23,353.0	28,441.5	34,515.7	6,074.2	21.4%
D114	FACIAL MAKEUP PRODUCTS	2,792.5	3,939.8	4,762.9	823.1	20.9%
D147	MISCELLANEOUS & COMBINATION HAIR CARE PDTS	-NA-	16,465.3	19,819.9	3,354.6	20.4%
F127	MISCELLANEOUS PREPARED FOODS	5,568.7	6,885.1	8,273.8	1,388.7	20.2%
G572	EMPLOYMENT RECRUITMENT	1,799.9	1,431.6	1,714.5	282.9	19.8%
D121	DENTAL SUPPLIES & MOUTHWASHES	36,729.3	37,360.6	44,605.2	7,244.6	19.4%
T624	HOUSE PLANTS & SUPPLIES	2,679.0	3,140.0	3,717.5	577.5	18.4%
H340	MUSICAL INSTRUMENTS	3,666.7	1,383.4	1,620.2	236.8	17.1%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
H020	HOME ELECTRONICS COMPONENTS & SUPPLIES	22,196.3	25,615.6	29,936.4	4,320.8	16.9%
F131	MILK, YOGURT, BUTTER & EGGS	43,837.1	55,124.8	64,334.6	9,209.8	16.7%
B130	CORRESPONDENCE SCHOOLS	7,249.2	9,820.3	11,191.5	1,371.2	14.0%
F153	MEALS	-NA-	16,549.8	18,839.3	2,289.5	13.8%
F212	SNACK FOODS & NUTS	51,705.6	49,466.8	56,201.6	6,734.8	13.6%
D111	CREAMS & LOTIONS	19,445.3	25,223.2	28,628.9	3,405.7	13.5%
H431	CLEANERS & CLEANSER (GEN HOUSEHOLD USE)	25,160.3	23,236.5	26,135.2	2,898.7	12.5%
D144	HOME PERMS & RELAXERS	-NA-	5,916.5	6,653.4	736.9	12.5%
T113	AUTO DEALERS ASSOCIATIONS	642,799.2	690,281.3	775,402.0	85,120.7	12.3%
D214	LAXATIVES	9,386.7	7,695.3	8,596.6	901.3	11.7%
B144	TELEPHONE COMPANIES	91,909.7	92,463.1	103,002.3	10,539.2	11.4%
D216	MEDICATED SKIN PRODUCTS & LINIMENTS	23,764.9	20,468.3	22,791.7	2,323.4	11.4%
B410	BOOKS & MUSIC	15,251.3	15,966.6	17,729.6	1,763.0	11.0%
H235	MISCELLANEOUS ACCESSORIES & SUPPLIES	10,230.6	10,221.3	11,326.7	1,105.4	10.8%
T520	CROP MACHINERY & EQUIPMENT	322.6	183.7	203.0	19.3	10.5%
T610	GARDEN MACHINERY, IMPLEMENTS & FIXTURES	34,164.4	30,063.4	32,639.4	2,576.0	8.6%
F340	MISCELLANEOUS MIXING INGREDIENTS	118.8	106.5	115.6	9.1	8.5%
F151	LUNCH MEATS & HOT DOGS	-NA-	18,980.7	20,537.7	1,557.0	8.2%
F125	MACARONI, SPAGHETTI, NOODLE MIXES & DINNERS	28,097.1	27,831.7	30,092.6	2,260.9	8.1%
G531	PET FOODS	35,738.8	33,538.4	36,011.0	2,472.6	7.4%
H330	AUDIO & VIDEO RECORDINGS	44,211.7	63,896.3	68,576.3	4,680.0	7.3%
H232	HOUSEHOLD PAPER PRODUCTS	33,926.9	33,612.8	35,854.6	2,241.8	6.7%
T432	HOTELS & RESORTS, OUTSIDE U S	31,842.4	39,931.3	42,410.2	2,478.9	6.2%
H524	HOME WORKSHOP HAND & POWER TOOLS	3,670.0	3,811.2	4,035.0	223.8	5.9%
D142	SHAMPOOS, RINSES & CONDITIONERS	-NA-	28,725.2	30,212.5	1,487.3	5.2%
F132	CHEESE	23,841.1	22,316.4	22,986.2	669.8	3.0%
T161	CAR RENTALS & LEASING	24,676.1	26,440.1	27,205.3	765.2	2.9%
G212	WATCHES	25,428.6	19,728.5	20,276.6	548.1	2.8%
T570	SEEDS (FIELD CROP)	1,296.0	2,633.2	2,692.9	59.7	2.3%
G430	BOATS & MOTORS	1,534.5	2,670.7	2,730.1	59.4	2.2%
B520	INDUSTRIAL MACHINERY, INSTRUMENTS & COMPNTS	99.7	57.3	57.3	0.0	0.0%
D240	PHYSICAL CULTURE	92.2	0.0	0.0	0.0	0.0%
T534	LIVESTOCK & POULTRY	0.0	0.0	0.0	0.0	0.0%
B182	UNIONS	2,340.5	3,261.1	3,249.0	(12.1)	-0.4%
G410	FISHING TACKLE & EQUIPMENT	1,002.2	710.5	703.2	(7.3)	-1.0%
A160	HOSIERY	676.5	2,537.1	2,507.0	(30.1)	-1.2%
D212	COLD, COUGH & SINUS REMEDIES	60,434.7	56,821.4	55,749.3	(1,072.1)	-1.9%
H216	MAJOR APPLIANCE COMBINATION COPY	4,735.2	6,064.1	5,922.8	(141.3)	-2.3%
B210	LIFE INSURANCE (INCLUDING GROUP & MEDICAL)	93,185.5	65,868.3	63,850.4	(2,017.9)	-3.1%
B612	AIRLINE FREIGHT	20,924.3	36,951.9	35,786.7	(1,165.2)	-3.2%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
H120	FURNITURE	39,648.3	29,818.2	28,871.2	(947.0)	-3.2%
H411	SOAPS & LIGHT DUTY DETERGENTS	10,722.5	12,176.6	11,745.8	(430.8)	-3.5%
D219	MISCELLANEOUS MEDICATIONS	19,455.4	20,517.8	19,699.2	(818.6)	-4.0%
F154	POULTRY	-NA-	31,203.9	29,912.4	(1,291.5)	-4.1%
G450	GAMES, TOYS & HOBBYCRAFT	205,832.0	187,450.1	179,674.9	(7,775.2)	-4.1%
F152	BACON, SAUSAGE & KIELBASA	-NA-	20,904.4	19,918.8	(985.6)	-4.7%
T414	MISCELLANEOUS PASSENGER TRAVEL	10,814.1	11,999.1	11,322.0	(677.1)	-5.6%
D124	DEPILATORIES & DEODORANTS	19,430.0	13,273.8	12,491.9	(781.9)	-5.9%
F126	OTHER DINNERS & PREPARED DISHES	63,413.3	65,175.6	61,064.5	(4,111.1)	-6.3%
F122	CEREALS	173,477.9	184,305.5	172,167.8	(12,137.7)	-6.6%
T120	TRUCKS & OTHER VEHICLES	103,825.9	117,880.6	109,891.3	(7,989.3)	-6.8%
F161	BREAD & ROLLS	58,825.7	55,458.7	51,616.8	(3,841.9)	-6.9%
H217	ROOM AIR CONDITIONERS	494.6	885.0	821.1	(63.9)	-7.2%
G480	SNOWMOBILES	1,043.0	970.6	899.6	(71.0)	-7.3%
F162	CAKES, PIES & PASTRIES	18,165.0	9,733.6	8,990.6	(743.0)	-7.6%
F221	CARBONATED SOFT DRINKS	241,684.8	211,590.1	195,347.5	(16,242.6)	-7.7%
B313	COPIERS & OTHER OFFICE MACHINES	7,246.0	8,346.5	7,703.6	(642.9)	-7.7%
G562	MISCELLANEOUS (NOT ELSEWHERE CLASSIFIED)	11,422.0	18,260.2	16,818.9	(1,441.3)	-7.9%
H220	SMALL APPLIANCES & EQUIPMENT	20,213.5	14,985.6	13,716.9	(1,268.7)	-8.5%
F224	BOTTLED WATER	11,791.4	12,810.4	11,667.3	(1,143.1)	-8.9%
F117	SAUCES, GRAVIES & DIPS	38,153.2	37,468.2	34,083.5	(3,384.7)	-9.0%
H412	HEAVY DUTY DETERGENTS	58,120.5	57,484.7	52,172.5	(5,312.2)	-9.2%
F163	COOKIES & CRACKERS	16,038.9	15,895.6	14,359.7	(1,535.9)	-9.7%
D122	TOILET SOAPS	29,776.2	20,464.1	18,305.1	(2,159.0)	-10.6%
D213	DIGESTIVE AIDS & ANTACIDS	19,574.3	15,621.0	13,938.7	(1,682.3)	-10.8%
T151	BATTERIES	1,402.5	1,869.5	1,667.9	(201.6)	-10.8%
F211	CANDY & GUM	97,111.5	85,455.7	76,133.2	(9,322.5)	-10.9%
T111	PASSENGER CARS, DOMESTIC	126,148.8	148,070.9	130,809.1	(17,261.8)	-11.7%
F113	FLOUR, PREPARED BAKING MIXES & INGREDIENTS	9,545.8	9,725.4	8,586.2	(1,139.2)	-11.7%
H433	CLEANERS, WAXES & POLISHES (SPECIFIC USES)	15,308.0	14,344.8	12,636.8	(1,708.0)	-11.9%
B189	MISC. ORGANIZATION ADVERTISING	2,568.5	6,790.7	5,971.1	(819.6)	-12.1%
F310	BEER & ALE	196,448.2	225,846.4	198,569.8	(27,276.6)	-12.1%
F121	SOUPS	19,854.0	19,746.0	17,285.8	(2,460.2)	-12.5%
T413	AIRLINE PASSENGER TRAVEL	127,784.6	123,694.2	107,622.9	(16,071.3)	-13.0%
G120	SMOKING MATERIALS	3,029.8	5,358.9	4,624.8	(734.1)	-13.7%
H132	LINOLEUM, MISC HARD SURFACE FLOOR COVERING	878.0	1,245.4	1,068.9	(176.5)	-14.2%
H515	MISCELLANEOUS BUILDING MATERIALS	3,929.2	4,516.8	3,832.3	(684.5)	-15.2%
F133	ICE CREAM & SHERBETS	50,817.4	38,759.1	32,443.9	(6,315.2)	-16.3%
T412	CRUISE SHIP PASSENGER TRAVEL	7,581.5	26,115.9	21,805.0	(4,310.9)	-16.5%
F156	FISH (SEAFOOD)	-NA-	11,054.2	9,211.7	(1,842.5)	-16.7%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
B142	LONG DISTANCE SERVICES	47,674.1	52,242.3	42,909.6	(9,332.7)	-17.9%
D128	HYGIENIC GOODS COMBINATION COPY	120.3	48.7	40.0	(8.7)	-17.9%
F115	DESSERTS & DESSERT INGREDIENTS	21,213.0	18,555.3	15,220.1	(3,335.2)	-18.0%
H111	CHINA, GLASSWARE & POTTERY	1,820.7	826.9	677.3	(149.6)	-18.1%
B420	MAGAZINES, NEWSPAPERS & OTHER MEDIA	153,253.7	137,516.6	112,621.9	(24,944.7)	-18.1%
F143	VEGETABLES	21,077.0	18,773.2	15,339.8	(3,433.4)	-18.3%
G490	MISCELLANEOUS SPORTING EQUIPMENT	7,648.3	6,987.9	5,670.7	(1,317.2)	-18.8%
D143	HAIR SPRAYS, MOUSSES & GELS	-NA-	744.7	602.1	(142.6)	-19.1%
D211	HEADACHE REMEDIES, SEDATIVES & SLEEP AIDS	16,461.6	22,956.1	18,509.2	(4,446.9)	-19.4%
D113	PERFUMES & TOILET WATER	37,467.8	48,041.4	37,822.7	(10,218.7)	-21.3%
T630	HORTICULTURE SERVICES & MISC	628.8	871.0	684.1	(186.9)	-21.5%
T550	PEST CONTROLS	19,381.5	18,079.1	14,115.7	(3,963.4)	-21.9%
H522	HEATING & AIR CONDITIONING SYSTS	17,551.2	19,977.2	15,517.2	(4,460.0)	-22.3%
T154	AUTO PARTS & ACCESSORIES	5,279.6	6,884.5	5,334.8	(1,549.7)	-22.5%
F172	FRUIT JUICES	43,928.1	52,181.6	39,485.7	(12,695.9)	-24.3%
H512	INSULATION, WALLBOARD, ROOFING & SIDING	1,211.7	1,160.3	857.1	(303.2)	-26.1%
G571	BUSINESS EXPOSITIONS	3.1	118.3	86.9	(31.4)	-26.5%
H310	HOME ELECTRONIC EQUIPMENT	17,301.9	22,380.3	16,336.3	(6,044.0)	-27.0%
H241	HOME PEST CONTROLS	19,834.9	20,281.8	14,624.5	(5,657.3)	-27.9%
F180	COMBINATION FOOD COPY	13,979.7	6,611.7	4,764.3	(1,847.4)	-27.9%
D116	COSMETICS COMBINATION COPY	9,831.6	10,573.2	7,574.2	(2,999.0)	-28.4%
D141	HAIR COLORING PRODUCTS	-NA-	3,370.7	2,206.5	(1,164.2)	-34.5%
D217	REDUCING AIDS	7,803.8	3,566.0	2,327.0	(1,239.0)	-34.7%
G440	BICYCLES & ACCESSORIES	2,717.7	2,843.8	1,818.3	(1,025.5)	-36.1%
D127	WOMEN'S SHAVING EQUIPMENT	1,193.4	8,391.5	5,241.7	(3,149.8)	-37.5%
B314	DATA SYSTEMS, GENERAL PROMO & COMBO COPY	3,904.8	4,132.8	2,510.2	(1,622.6)	-39.3%
F123	HEALTH & DIETARY FOODS	4,977.2	12,605.2	7,604.5	(5,000.7)	-39.7%
T142	MISCELLANEOUS TIRES & TUBES	1.4	1.0	0.6	(0.4)	-40.0%
H420	LAUNDRY PREPARATIONS	26,144.3	23,803.0	14,043.1	(9,759.9)	-41.0%
D215	VITAMIN PREPARATIONS & TONICS	13,159.0	7,984.8	4,706.4	(3,278.4)	-41.1%
D126	MEN'S SHAVING EQUIPMENT	7,282.8	8,163.1	4,733.8	(3,429.3)	-42.0%
F142	OTHER FRUITS (INCL FRESH NUTS)	17,816.9	18,788.1	10,720.3	(8,067.8)	-42.9%
H513	LUMBER & WOODWORK	143.1	332.3	186.2	(146.1)	-44.0%
G532	PETS & PET SUPPLIES	15,486.5	9,093.3	5,033.3	(4,060.0)	-44.6%
D221	MEDICAL APPLIANCES & EQUIPMENT	14,588.3	18,953.0	10,094.8	(8,858.2)	-46.7%
D129	MISCELLANEOUS HYGIENIC GOODS	842.4	5,132.1	2,712.7	(2,419.4)	-47.1%
H150	MISC HOUSEHOLD FURNISHINGS	5,314.2	5,025.0	2,627.3	(2,397.7)	-47.7%
G211	JEWELRY	6,621.6	4,130.6	2,102.9	(2,027.7)	-49.1%
T153	CAR CLEANERS, WAXES & POLISHES	2,034.0	2,879.7	1,458.6	(1,421.1)	-49.3%
H523	WIRING, LIGHT FIXTURES & ACCESSORIES	6,993.5	6,232.8	3,043.8	(3,189.0)	-51.2%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
D218	PHARMACEUTICAL HOUSES, GENERAL PROMOTION	2,153.0	3,153.3	1,499.4	(1,653.9)	-52.4%
A112	COATS, SUITS, DRESSES & RAINWEAR	156.6	1,575.7	745.9	(829.8)	-52.7%
D115	MANICURE PREPARATIONS & IMPLEMENTS	6,356.4	4,613.2	2,171.7	(2,441.5)	-52.9%
D131	BATH PRODUCTS	675.8	1,811.6	840.0	(971.6)	-53.6%
B315	OFFICE FURNITURE & MISCELLANEOUS	74.2	75.6	33.7	(41.9)	-55.4%
T130	MOTOR & MOBILE HOMES & CAMPERS	753.5	421.4	187.8	(233.6)	-55.4%
H112	SILVERWARE & METALWARE	36.7	225.7	100.1	(125.6)	-55.6%
T622	LAWN & GARDEN FERTILIZERS	7,531.9	7,703.9	3,206.9	(4,497.0)	-58.4%
H212	STOVES & RANGES	3,303.3	1,307.2	516.0	(791.2)	-60.5%
D132	PRE-MOISTEN TOWELETTES & MISC TOILET GOODS	1,963.9	3,030.5	1,182.9	(1,847.6)	-61.0%
T221	LUBRICANTS	23.1	38.8	14.6	(24.2)	-62.4%
A132	PROTECTIVE & WORK FOOTWEAR	149.4	223.5	74.6	(148.9)	-66.6%
F320	WINES & COOLERS	40,573.6	29,336.0	9,552.5	(19,783.5)	-67.4%
A111	BLOUSES & SHIRTS	530.3	2,375.7	687.8	(1,687.9)	-71.0%
F114	SEASONINGS, SPICES & EXTRACTS	7,249.3	4,566.2	1,321.2	(3,245.0)	-71.1%
H214	LAUNDRY EQUIPMENT	2,236.7	383.1	108.4	(274.7)	-71.7%
G221	SUNGLASSES & EYE GLASSES	3,117.3	5,227.7	1,435.1	(3,792.6)	-72.5%
A115	SPORTSWEAR TOPS	21.4	559.2	136.5	(422.7)	-75.6%
H143	HOUSEHOLD FABRIC FIBER & FINISHES	214.8	1,498.7	363.5	(1,135.2)	-75.7%
T533	FARM REMEDIES & SERVICES	1,030.3	448.6	72.6	(376.0)	-83.8%
H141	DRAPERIES, CURTAINS & HOUSEHOLD FABRICS	148.3	29.4	4.1	(25.3)	-86.1%
G112	CIGARS & TOBACCO	2,519.0	2,306.4	258.0	(2,048.4)	-88.8%
F173	VEGETABLE JUICES	4,809.6	3,362.1	317.1	(3,045.0)	-90.6%
T540	FERTILIZERS & SEED TREATMENT	638.8	268.5	22.2	(246.3)	-91.7%
B181	POLITICAL ADVERTISING	0.0	42,926.7	2,049.7	(40,877.0)	-95.2%
B312	WORD PROCESSORS & TYPEWRITERS	4,250.2	2,041.3	40.8	(2,000.5)	-98.0%
G222	OPTICAL PRECISION INSTRUMENTS	0.0	18.3	0.1	(18.2)	-99.5%
T531	DAIRY, POULTRY & LIVESTOCK EQPT & ACCESS	0.2	1.7	0.0	(1.7)	-100.0%
B613	STEAMSHIP, TRUCK & OTHER FREIGHT	10.6	1.5	0.0	(1.5)	-100.0%
A134	SHOE CARE PRODUCTS	11.9	0.0	180.1	180.1	INF%
B611	RAILROAD FREIGHT	0	0	2.0	2.0	INF%
	TOTALS:	5,131,287.9	5,271,214.0	5,423,257.0	152,043.0	2.9%

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBER - 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
A111	BLOUSES & SHIRTS	530.3	2,375.7	687.8	(1,687.9)	-71.0%
A112	COATS, SUITS, DRESSES & RAINWEAR	156.6	1,575.7	745.9	(829.8)	-52.7%
A113	FURS & FUR COATS	35.0	28.1	51.9	23.8	84.7%
A115	SPORTSWEAR TOPS	21.4	559.2	136.5	(422.7)	-75.6%
A116	SPORTSWEAR BOTTOMS	9,401.6	10,495.6	14,055.2	3,559.6	33.9%
A117	MULTIPLE APPAREL, MFRS & MISC.	13,897.5	10,922.1	14,292.8	3,370.7	30.9%
A121	UNDERWEAR, SLEEPWEAR & LOUNGING APPAREL	16,039.3	4,604.0	9,959.8	5,355.8	116.3%
A122	FOUNDATIONS & BRAS	1,474.0	2,083.1	2,812.6	729.5	35.0%
A131	REGULAR, CASUAL & SPORT FOOTWEAR	13,116.7	26,080.8	40,675.9	14,595.1	56.0%
A132	PROTECTIVE & WORK FOOTWEAR	149.4	223.5	74.6	(148.9)	-66.6%
A134	SHOE CARE PRODUCTS	11.9	0.0	180.1	180.1	INF%
A141	APPAREL ACCESSORIES	1,543.4	1,543.7	2,146.6	602.9	39.1%
A142	NOTIONS	1,588.4	3,270.7	4,357.3	1,086.6	33.2%
A150	HATS	161.9	261.7	414.9	153.2	58.5%
A160	HOSIERY	676.5	2,537.1	2,507.0	(30.1)	-1.2%
A170	APPAREL FABRICS & FINISHES	2,193.8	0.3	518.0	517.7	172566.7%
	A100 APPAREL, FOOTWEAR & ACCESSORIES	60,997.7	66,561.3	93,616.9	27,055.6	40.6%
B130	CORRESPONDENCE SCHOOLS	7,249.2	9,820.3	11,191.5	1,371.2	14.0%
B141	COMMUNICATIONS EQUIPMENT & SERVICES	14,551.2	32,181.4	43,595.0	11,413.6	35.5%
B142	LONG DISTANCE SERVICES	47,674.1	52,242.3	42,909.6	(9,332.7)	-17.9%
B143	DATA TRANSMISSION SYSTEMS	773.1	3,352.0	11,834.9	8,482.9	253.1%
B144	TELEPHONE COMPANIES	91,909.7	92,463.1	103,002.3	10,539.2	11.4%
B150	FINANCIAL	50,032.0	58,239.6	89,057.2	30,817.6	52.9%
B160	GOVERNMENT ADVERTISING	44,296.2	62,435.2	78,677.3	16,242.1	26.0%
B181	POLITICAL ADVERTISING	0.0	42,926.7	2,049.7	(40,877.0)	-95.2%
B182	UNIONS	2,340.5	3,261.1	3,249.0	(12.1)	-0.4%
B183	RELIGIOUS, CHARITABLE & HUMANITARIAN	3,052.6	4,906.1	6,448.0	1,541.9	31.4%
B189	MISC. ORGANIZATION ADVERTISING	2,568.5	6,790.7	5,971.1	(819.6)	-12.1%
	B100 CONSUMER SERVICES & ORGANIZATIONS	264,447.1	368,618.5	397,985.6	29,367.1	8.0%
B210	LIFE INSURANCE (INCLUDING GROUP & MEDICAL)	93,185.5	65,868.3	63,850.4	(2,017.9)	-3.1%
B220	FIRE, CASUALTY, OTHER INSURANCE	24,475.4	28,424.4	40,031.6	11,607.2	40.8%
	B200 INSURANCE	117,660.9	94,292.7	103,882.0	9,589.3	10.2%
B311	COMPUTERS, HARDWARE & SOFTWARE	13,946.7	8,354.8	15,854.1	7,499.3	89.8%
B312	WORD PROCESSORS & TYPEWRITERS	4,250.2	2,041.3	40.8	(2,000.5)	-98.0%
B313	COPIERS & OTHER OFFICE MACHINES	7,246.0	8,346.5	7,703.6	(642.9)	-7.7%
B314	DATA SYSTEMS, GENERAL PROMO & COMBO COPY	3,904.8	4,132.8	2,510.2	(1,622.6)	-39.3%
B315	OFFICE FURNITURE & MISCELLANEOUS	74.2	75.6	33.7	(41.9)	-55.4%
B321	STATIONERY & PAPER GOODS	2,905.3	3,886.8	5,166.7	1,279.9	32.9%
B322	PENS, PENCILS, MARKERS & MISCELLANEOUS	59.7	75.9	485.5	409.6	539.7%
	B300 COMPUTERS, OFFICE EQUIP. & STATIONERY	32,386.9	26,913.7	31,794.6	4,880.9	18.1%
B410	BOOKS & MUSIC	15,251.3	15,966.6	17,729.6	1,763.0	11.0%
B420	MAGAZINES, NEWSPAPERS & OTHER MEDIA	153,253.7	137,566.6	112,621.9	(24,944.7)	-18.1%
	B400 PUBLISHING & MEDIA	168,505.0	153,533.2	130,351.5	(23,181.7)	-15.1%

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBER - 1989 VS. 1988

CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
B512	PACKAGING & PAPER PRODUCTS	393.1	44.2	114.8	70.6	159.7%
B514	INDUSTRIAL CHEMICALS & PLASTICS	84.6	48.6	79.3	30.7	63.2%
B520	INDUSTRIAL MACHINERY, INSTRUMENTS & COMPNTS	99.7	57.3	57.3	0.0	0.0%
	B500 INDUSTRIAL MATERIALS	577.4	150.1	251.4	101.3	67.5%
B611	RAILROAD FREIGHT	0.0	0.0	2.0	2.0	INF%
B612	AIRLINE FREIGHT	20,924.3	36,951.9	35,786.7	(1,165.2)	-3.2%
B613	STEAMSHIP, TRUCK & OTHER FREIGHT	10.6	1.5	0.0	(1.5)	-100.0%
B620	INDUSTRIAL & AGRICULTURAL AREA DEVELOPMENT	24.8	12.1	22.4	10.3	85.1%
	B600 FREIGHT, INDUSTRIAL & AGRICULTURAL DEV.	20,959.7	36,965.5	35,811.1	(1,154.4)	-3.1%
D111	CREAMS & LOTIONS	19,445.3	25,223.2	28,628.9	3,405.7	13.5%
D112	LIP & EYE BEAUTY PRODUCTS	3,315.5	1,075.1	3,809.1	2,734.0	254.3%
D113	PERFUMES & TOILET WATER	37,467.8	48,041.4	37,822.7	(10,218.7)	-21.3%
D114	FACIAL MAKEUP PRODUCTS	2,792.5	3,939.8	4,762.9	823.1	20.9%
D115	MANICURE PREPARATIONS & IMPLEMENTS	6,356.4	4,613.2	2,171.7	(2,441.5)	-52.9%
D116	COSMETICS COMBINATION COPY	9,831.6	10,573.2	7,574.2	(2,999.0)	-28.4%
D121	DENTAL SUPPLIES & MOUTHWASHES	36,729.3	37,360.6	44,605.2	7,244.6	19.4%
D122	TOILET SOAPS	29,776.2	20,464.1	18,305.1	(2,159.0)	-10.6%
D123	FEMININE HYGIENE PRODUCTS	5,629.3	3,714.7	6,357.8	2,643.1	71.2%
D124	DEPILATORIES & DEODORANTS	19,430.0	13,273.8	12,491.9	(781.9)	-5.9%
D125	MEN'S TOILETRIES	18,268.8	21,915.6	30,932.6	9,017.0	41.1%
D126	MEN'S SHAVING EQUIPMENT	7,282.8	8,163.1	4,733.8	(3,429.3)	-42.0%
D127	WOMEN'S SHAVING EQUIPMENT	1,193.4	8,391.5	5,241.7	(3,149.8)	-37.5%
D128	HYGIENIC GOODS COMBINATION COPY	120.3	48.7	40.0	(8.7)	-17.9%
D129	MISCELLANEOUS HYGIENIC GOODS	842.4	5,132.1	2,712.7	(2,419.4)	-47.1%
D131	BATH PRODUCTS	675.8	1,811.6	840.0	(971.6)	-53.6%
D132	PRE-MOISTEN TOWELETTES & MISC TOILET GOODS	1,963.9	3,030.5	1,182.9	(1,847.6)	-61.0%
D141	HAIR COLORING PRODUCTS	-NA-	3,370.7	2,206.5	(1,164.2)	-34.5%
D142	SHAMPOOS, RINSES & CONDITIONERS	-NA-	28,725.2	30,212.5	1,487.3	5.2%
D143	HAIR SPRAYS, MOUSSES & GELS	-NA-	744.7	602.1	(142.6)	-19.1%
D144	HOME PERMS & RELAXERS	-NA-	5,916.5	6,653.4	736.9	12.5%
D145	MEN'S HAIR COLOR PRODUCTS	-NA-	1,248.6	4,318.3	3,069.7	245.9%
D146	PERSONAL CARE & GROOMING APPLIANCES	-NA-	3,286.8	5,087.2	1,800.4	54.8%
D147	MISCELLANEOUS & COMBINATION HAIR CARE PDTS	-NA-	16,465.3	19,819.9	3,354.6	20.4%
	D100 TOILETRIES & TOILET GOODS	255,032.4	276,530.0	281,113.1	4,583.1	1.7%
D211	HEADACHE REMEDIES, SEDATIVES & SLEEP PDTS	16,461.6	22,956.1	18,509.2	(4,446.9)	-19.4%
D212	COLD, COUGH & SINUS REMEDIES	60,434.7	56,821.4	55,749.3	(1,072.1)	-1.9%
D213	DIGESTIVE AIDS & ANTACIDS	19,574.3	15,621.0	13,938.7	(1,682.3)	-10.8%
D214	LAXATIVES	9,386.7	7,695.3	8,596.6	901.3	11.7%
D215	VITAMIN PREPARATIONS & TONICS	13,159.0	7,984.8	4,706.4	(3,278.4)	-41.1%
D216	MEDICATED SKIN PRODUCTS & LINIMENTS	23,764.9	20,468.3	22,791.7	2,323.4	11.4%
D217	REDUCING AIDS	7,803.8	3,566.0	2,327.0	(1,239.0)	-34.7%
D218	PHARMACEUTICAL HOUSES, GENERAL PROMOTION	2,153.0	3,153.3	1,499.4	(1,653.9)	-52.4%
D219	MISCELLANEOUS MEDICATIONS	19,455.4	20,517.8	19,699.2	(818.6)	-4.0%
D221	MEDICAL APPLIANCES & EQUIPMENT	14,588.3	18,953.0	10,094.8	(8,858.2)	-46.7%

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CODE	CATEGORY	1987 FULL YEAR -(000)-	1988 FULL YEAR -(000)-	1989 FULL YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
D222	MISCELLANEOUS MEDICAL SUPPLIES	7,069.7	6,207.2	8,686.9	2,479.7	39.9%
D240	PHYSICAL CULTURE	92.2	0.0	0.0	0.0	0.0%
	D200 PROPRIETARY MEDICINES	193,943.6	183,944.2	166,599.2	(17,345.0)	-9.4%
F111	SUGARS, SYRUPS & JELLIES	11,593.0	8,923.6	13,566.0	4,642.4	52.0%
F112	SHORTENING, OILS & MARGARINE	23,353.0	28,441.5	34,515.7	6,074.2	21.4%
F113	FLOUR, PREPARED BAKING MIXES & INGREDIENTS	9,545.8	9,725.4	8,586.2	(1,139.2)	-11.7%
F114	SEASONINGS, SPICES & EXTRACTS	7,249.3	4,566.2	1,321.2	(3,245.0)	-71.1%
F115	DESSERTS & DESSERT INGREDIENTS	21,213.0	18,555.3	15,220.1	(3,335.2)	-18.0%
F116	CONDIMENTS, PICKLES & RELISHES	24,845.8	18,299.8	23,473.2	5,173.4	28.3%
F117	SAUCES, GRAVIES & DIPS	38,153.2	37,468.2	34,083.5	(3,384.7)	-9.0%
F118	SALAD DRESSINGS & MAYONNAISE	14,520.7	13,026.2	18,469.6	5,443.4	41.8%
F119	MISCELLANEOUS FOOD INGREDIENTS	4,063.8	4,215.9	6,055.6	1,839.7	43.6%
F121	SOUPS	19,854.0	19,746.0	17,285.8	(2,460.2)	-12.5%
F122	CEREALS	173,477.9	184,305.5	172,167.8	(12,137.7)	-6.6%
F123	HEALTH & DIETARY FOODS	4,977.2	12,605.2	7,604.5	(5,000.7)	-39.7%
F124	INFANTS' FOODS	6,268.7	1,951.1	8,016.9	6,065.8	310.9%
F125	MACARONI, SPAGHETTI, NOODLE POTS & DINNERS	28,097.1	27,831.7	30,092.6	2,260.9	8.1%
F126	OTHER DINNERS & PREPARED DISHES	63,413.3	65,175.6	61,064.5	(4,111.1)	-6.3%
F127	MISCELLANEOUS PREPARED FOODS	5,558.7	6,885.1	8,273.8	1,388.7	20.2%
F131	MILK, YOGURT, BUTTER & EGGS	43,837.1	55,124.8	64,334.6	9,209.8	16.7%
F132	CHEESE	23,841.1	22,316.4	22,986.2	669.8	3.0%
F133	ICE CREAM & SHERBETS	50,817.4	38,759.1	32,443.9	(6,315.2)	-16.3%
F141	CITRUS FRUITS	2,520.3	1,928.2	2,703.0	774.8	40.2%
F142	OTHER FRUITS (INCL FRESH NUTS)	17,816.9	18,788.1	10,720.3	(8,067.8)	-42.9%
F143	VEGETABLES	21,077.0	18,773.2	15,339.8	(3,433.4)	-18.3%
F151	LUNCH MEATS & HOT DOGS	-NA-	18,980.7	20,537.7	1,557.0	8.2%
F152	BACON, SAUSAGE & KIELBASA	-NA-	20,904.4	19,918.8	(985.6)	-4.7%
F153	MEATS	-NA-	16,549.8	18,839.3	2,289.5	13.8%
F154	POULTRY	-NA-	31,203.9	29,912.4	(1,291.5)	-4.1%
F155	FISH (SEAFOOD)	-NA-	11,054.2	9,211.7	(1,842.5)	-16.7%
F161	BREAD & ROLLS	58,825.7	55,458.7	51,616.8	(3,841.9)	-6.9%
F162	CAKES, PIES & PASTRIES	18,165.0	9,733.6	8,990.6	(743.0)	-7.6%
F163	COOKIES & CRACKERS	16,038.9	15,895.6	14,359.7	(1,535.9)	-9.7%
F171	COFFEE, TEA & COCOA	45,811.0	57,655.1	75,859.7	18,204.6	31.6%
F172	FRUIT JUICES	43,928.1	52,181.6	39,485.7	(12,695.9)	-24.3%
F173	VEGETABLE JUICES	4,809.6	3,362.1	317.1	(3,045.0)	-90.6%
F180	COMBINATION FOOD COPY	13,979.7	6,611.7	4,764.3	(1,847.4)	-27.9%
	F100 FOOD & FOOD PRODUCTS	934,969.7	917,003.5	902,138.6	(14,864.9)	-1.6%
F211	CANDY & GUM	97,111.5	85,455.7	76,133.2	(9,322.5)	-10.9%
F212	SNACK FOODS & NUTS	51,705.6	49,466.8	56,201.6	6,734.8	13.6%
F221	CARBONATED SOFT DRINKS	241,684.8	211,590.1	195,347.5	(16,242.6)	-7.7%
F223	NON-CARBONATED SOFT DRINKS	22,354.9	15,148.9	19,526.8	4,377.9	28.9%
F224	BOTTLED WATER	11,791.4	12,810.4	11,667.3	(1,143.1)	-8.9%
	F200 CONFECTIONERY,SNACKS & SOFT DRINKS	424,648.2	374,471.9	358,876.4	(15,595.5)	-4.2%

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F310	BEER & ALE	196,448.2	225,846.4	198,569.8	(27,276.6)	-12.1%
F320	WINES & COOLERS	40,573.6	29,336.0	9,552.5	(19,783.5)	-67.4%
F340	MISCELLANEOUS MIXING INGREDIENTS	118.8	106.5	115.6	9.1	8.5%
F300	BEER & WINE	237,140.6	255,288.9	208,237.9	(47,051.0)	-18.4%
G112	CIGARS & TOBACCO	2,519.0	2,306.4	258.0	(2,048.4)	-88.8%
G120	SMOKING MATERIALS	3,029.8	5,358.9	4,624.8	(734.1)	-13.7%
G100	SMOKING MATERIALS	5,548.8	7,665.3	4,882.8	(2,782.5)	-36.3%
G211	JEWELRY	6,621.6	4,130.6	2,102.9	(2,027.7)	-49.1%
G212	WATCHES	25,428.6	19,728.5	20,276.6	548.1	2.8%
G221	SUNGLASSES & EYE GLASSES	3,117.3	5,227.7	1,435.1	(3,792.6)	-72.5%
G222	OPTICAL PRECISION INSTRUMENTS	0.0	18.3	0.1	(18.2)	-99.5%
G230	CAMERAS & PHOTOGRAPHIC SUPPLIES	13,787.0	15,331.5	35,018.0	19,686.5	128.4%
G200	JEWELRY, OPTICAL GOODS & CAMERAS	48,954.5	44,436.6	58,832.7	14,396.1	32.4%
G410	FISHING TACKLE & EQUIPMENT	1,002.2	710.5	703.2	(7.3)	-1.0%
G421	CAMPING EQUIPMENT	75.5	29.9	75.6	45.7	152.8%
G422	HUNTING EQUIPMENT	1,022.8	47.8	115.2	67.4	141.0%
G430	BOATS & MOTORS	1,534.5	2,670.7	2,730.1	59.4	2.2%
G440	BICYCLES & ACCESSORIES	2,717.7	2,843.8	1,818.3	(1,025.5)	-36.1%
G450	GAMES, TOYS & HOBBYCRAFT	205,832.0	187,450.1	179,674.9	(7,775.2)	-4.1%
G460	GOLF EQUIPMENT	450.6	381.5	705.2	323.7	84.8%
G470	SKI EQUIPMENT	60.5	93.7	334.8	241.1	257.3%
G480	SNOWMOBILES	1,043.0	970.6	899.6	(71.0)	-7.3%
G490	MISCELLANEOUS SPORTING EQUIPMENT	7,648.3	6,987.9	5,670.7	(1,317.2)	-18.8%
G400	SPORTING GOODS & TOYS	221,387.1	202,186.5	192,727.6	(9,458.9)	-4.7%
G510	LUGGAGE & LEATHER GOODS	65.1	87.2	356.9	269.7	309.3%
G531	PET FOODS	35,738.8	33,538.4	36,011.0	2,472.6	7.4%
G532	PETS & PET SUPPLIES	15,486.5	9,093.3	5,033.3	(4,060.0)	-44.6%
G561	INSTITUTION & CORPORATE PROMOS & CO-OPS	28,517.1	29,431.2	49,172.4	19,741.2	67.1%
G562	MISCELLANEOUS (NOT ELSEWHERE CLASSIFIED)	11,422.0	18,260.2	16,818.9	(1,441.3)	-7.9%
G571	BUSINESS PROPOSITIONS	3.1	118.3	86.9	(31.4)	-26.5%
G572	EMPLOYMENT RECRUITMENT	1,799.9	1,431.6	1,714.5	282.9	19.8%
G500	MISCELLANEOUS	93,032.5	91,960.2	109,193.9	17,233.7	18.7%
H111	CHINA, GLASSWARE & POTTERY	1,820.7	826.9	677.3	(149.6)	-18.1%
H112	SILVERWARE & METALWARE	36.7	225.7	100.1	(125.6)	-55.6%
H120	FURNITURE	39,648.3	29,818.2	28,871.2	(947.0)	-3.2%
H131	CARPETS, RUGS & PADS	969.4	1,984.7	2,611.1	626.4	31.6%
H132	LINOLEUM, MISC HARD SURFACE FLOOR COVERING	878.0	1,245.4	1,068.9	(176.5)	-14.2%
H133	CARPET FIBERS & MATERIALS	1,013.7	1,705.6	3,548.0	1,842.4	108.0%
H141	DRAPERIES, CURTAINS & HOUSEHOLD FABRICS	148.3	29.4	4.1	(25.3)	-86.1%
H142	BEDDING & LINENS	1,412.7	476.1	2,719.5	2,243.4	471.2%
H143	HOUSEHOLD FABRIC FIBER & FINISHES	214.8	1,498.7	363.5	(1,135.2)	-75.7%
H150	MISC HOUSEHOLD FURNISHINGS	5,314.2	5,025.0	2,627.3	(2,397.7)	-47.7%
H100	HOUSEHOLD FURNISHINGS	51,456.8	42,835.7	42,591.0	(244.7)	-0.6%

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H214	LAUNDRY EQUIPMENT	2,236.7	383.1	108.4	(274.7)	-71.7%
H215	MISCELLANEOUS MAJOR APPLIANCES	18,115.5	10,862.7	13,874.4	3,011.7	27.7%
H216	MAJOR APPLIANCE COMBINATION COPY	4,735.2	6,064.1	5,922.8	(141.3)	-2.3%
H217	ROOM AIR CONDITIONERS	494.6	885.0	821.1	(63.9)	-7.2%
H220	SMALL APPLIANCES & EQUIPMENT	20,213.5	14,985.6	13,716.9	(1,268.7)	-8.5%
H231	COOKING UTENSILS & PRESSURE COOKERS	3,824.0	2,791.8	5,798.9	3,007.1	107.7%
H232	HOUSEHOLD PAPER PRODUCTS	33,926.9	33,612.8	35,854.6	2,241.8	6.7%
H233	FOOD WRAPS & FOILS	19,582.0	14,907.0	18,351.6	3,444.6	23.1%
H234	PATIO & BARBECUE EQUIPMENT ACCESSORIES	2,365.5	4,011.1	5,940.9	1,929.8	48.1%
H235	MISCELLANEOUS ACCESSORIES & SUPPLIES	10,230.6	10,221.3	11,326.7	1,105.4	10.8%
H241	HOME PEST CONTROLS	19,834.9	20,281.8	14,624.5	(5,657.3)	-27.9%
H242	HOME DISINFECTANTS	1,410.1	852.8	1,116.0	263.2	30.9%
H243	DEODORIZERS & AIR FRESHENERS	2,794.1	2,160.0	3,425.1	1,265.1	58.6%
H200	HOUSEHOLD EQUIPMENT & SUPPLIES	145,410.3	123,858.0	132,078.4	8,220.4	6.6%
H310	HOME ELECTRONIC EQUIPMENT	17,301.9	22,380.3	16,336.3	(6,044.0)	-27.0%
H320	HOME ELECTRONICS COMPONENTS & SUPPLIES	22,196.3	25,615.6	29,936.4	4,320.8	16.9%
H330	AUDIO & VIDEO RECORDINGS	44,211.7	63,896.3	68,576.3	4,680.0	7.3%
H340	MUSICAL INSTRUMENTS	3,666.7	1,383.4	1,620.2	236.8	17.1%
H300	HOME ELECTRONICS EQUIP. & MUSICAL INST.	87,376.6	113,275.6	116,469.2	3,193.6	2.8%
H411	SOAPS & LIGHT DUTY DETERGENTS	10,722.5	12,176.6	11,745.8	(430.8)	-3.5%
H412	HEAVY DUTY DETERGENTS	58,120.5	57,484.7	52,172.5	(5,312.2)	-9.2%
H420	LAUNDRY PREPARATIONS	26,144.3	23,803.0	14,043.1	(9,759.9)	-41.0%
H431	CLEANERS & CLEANSER (GEN HOUSEHOLD USE)	25,160.3	23,236.5	26,135.2	2,898.7	12.5%
H432	FLOOR & FURNITURE POLISHES & WAXES	1,000.8	1,065.6	1,637.4	571.8	53.7%
H433	CLEANERS, WAXES & POLISHES (SPECIFIC USES)	15,308.0	14,344.8	12,636.8	(1,708.0)	-11.9%
H400	SOAPS, CLEANERS & POLISHES	136,456.4	132,111.2	118,370.8	(13,740.4)	-10.4%
H512	INSULATION, WALLBOARD, ROOFING & SIDING	1,211.7	1,160.3	857.1	(303.2)	-26.1%
H513	LUMBER & WOODWORK	143.1	332.3	186.2	(146.1)	-44.0%
H515	MISCELLANEOUS BUILDING MATERIALS	3,929.2	4,516.8	3,832.3	(684.5)	-15.2%
H521	PLUMBING & SANITATION EQUIPMENT	7,080.6	8,547.5	10,897.0	2,349.5	27.5%
H522	HEATING & AIR CONDITIONING SYSTS	17,551.2	19,977.2	15,517.2	(4,460.0)	-22.3%
H523	WIRING, LIGHT FIXTURES & ACCESSORIES	6,993.5	6,232.8	3,043.8	(3,189.0)	-51.2%
H524	HOME WORKSHOP HAND & POWER TOOLS	3,670.0	3,811.2	4,035.0	223.8	5.9%
H525	MISC FIXTURES, EQUIPMENT & SYSTEMS	19,842.8	17,907.5	26,626.9	8,719.4	48.7%
H530	FENCES	0.0	7.8	24.9	17.1	219.2%
H541	PAINT, VARNISHES & MISC COATINGS	15,744.3	10,681.8	14,325.1	3,643.3	34.1%
H542	WALLPAPER	195.5	2.3	6.5	4.2	182.6%
H500	BUILDING MATERIALS, EQUIP. & FIXTURES	76,361.9	73,177.5	79,352.0	6,174.5	8.4%
T111	PASSENGER CARS, DOMESTIC	126,148.8	148,070.9	130,809.1	(17,261.8)	-11.7%
T112	PASSENGER CARS, IMPORTED	245,290.0	277,460.9	364,989.0	87,528.1	31.5%
T113	AUTO DEALERS ASSOCIATIONS	642,799.2	690,281.3	775,402.0	85,120.7	12.3%
T115	MOTORCYCLES & ALL TERRAIN VEHICLES	4,460.3	1,200.0	2,749.4	1,549.4	129.1%

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T120	TRUCKS & OTHER VEHICLES	103,825.9	117,880.6	109,891.3	(7,989.3)	-6.8%
T130	MOTOR & MOBILE HOMES & CAMPERS	753.5	421.4	187.8	(233.6)	-55.4%
T141	CAR & TRUCK TIRES & TUBES	17,785.0	15,631.6	19,201.5	3,569.9	22.8%
T142	MISCELLANEOUS TIRES & TUBES	1.4	1.0	0.6	(0.4)	-40.0%
T151	BATTERIES	1,402.5	1,869.5	1,667.9	(201.6)	-10.8%
T152	ANTI-FREEZE & ADDITIVES	2,454.6	1,745.3	3,141.7	1,396.4	80.0%
T153	CAR CLEANERS, WAXES & POLISHES	2,034.0	2,879.7	1,458.6	(1,421.1)	-49.3%
T154	AUTO PARTS & ACCESSORIES	5,279.6	6,884.5	5,334.8	(1,549.7)	-22.5%
T161	CAR RENTALS & LEASING	24,676.1	26,440.1	27,205.3	765.2	2.9%
T162	TRUCK RENTALS & LEASING	1,862.8	812.2	4,305.8	3,493.6	430.1%
T100	AUTOMOTIVE, AUTO ACCESSORIES & EQUIP.	1,178,773.7	1,291,579.0	1,446,344.8	38,440.5	3.0%
T211	GASOLINE & MOTOR OIL	94,839.8	99,300.9	125,917.0	26,616.1	26.8%
T212	GAS DEALER SERVICES, PROMOTIONS	20,950.8	16,788.3	21,470.5	4,682.2	27.9%
T221	LUBRICANTS	23.1	38.8	14.6	(24.2)	-62.4%
T222	FUELS	119.5	36.0	535.1	499.1	1386.4%
T230	PETROLEUM COMPANIES, GEN PROMO	7,827.0	7,701.8	16,018.3	8,316.5	108.0%
T200	GASOLINE, LUBRICANTS & FUELS	123,760.2	123,865.8	163,955.5	40,089.7	32.4%
T412	CRUISE SHIP PASSENGER TRAVEL	7,581.5	26,115.9	21,805.0	(4,310.9)	-16.5%
T413	AIRLINE PASSENGER TRAVEL	127,784.6	123,694.2	107,622.9	(16,071.3)	-13.0%
T414	MISCELLANEOUS PASSENGER TRAVEL	10,814.1	11,999.1	11,322.0	(677.1)	-5.6%
T432	HOTELS & RESORTS, OUTSIDE U S	31,842.4	39,931.3	42,410.2	2,478.9	6.2%
T400	TRAVEL, HOTELS & RESORTS	178,022.6	201,740.5	183,160.1	(18,580.4)	-9.2%
T520	CROP MACHINERY & EQUIPMENT	322.6	183.7	203.0	19.3	10.5%
T531	DAIRY, POULTRY & LIVESTOCK EQPT & ACCESS	0.2	1.7	0.0	(1.7)	-100.0%
T532	FARM FEEDS & SUPPLEMENTS	271.0	112.1	230.0	117.9	105.2%
T533	FARM REMEDIES & SERVICES	1,030.3	448.6	72.6	(376.0)	-83.8%
T534	LIVESTOCK & POULTRY	0.0	0.0	0.0	0.0	0.0%
T540	FERTILIZERS & SEED TREATMENT	638.8	268.5	22.2	(246.3)	-91.7%
T550	PEST CONTROLS	19,381.5	18,079.1	14,115.7	(3,963.4)	-21.9%
T560	AGRICULTURAL SERVICES & MISCELLANEOUS	75.6	17.5	21.3	3.8	21.7%
T570	SEEDS (FIELD CROP)	1,296.0	2,633.2	2,692.9	59.7	2.3%
T500	AGRICULTURE & FARMING	23,016.0	21,744.4	17,357.7	(4,386.7)	-20.2%
T610	GARDEN MACHINERY, IMPLEMENTS & FIXTURES	34,164.4	30,063.4	32,639.4	2,576.0	8.6%
T621	LAWN & GARDEN SEEDS, BULBS & NURSERY STOCK	1,714.0	132.0	261.5	129.5	98.1%
T622	LAWN & GARDEN FERTILIZERS	7,531.9	7,703.9	3,206.9	(4,497.0)	-58.4%
T623	LAWN & GARDEN PEST CONTROLS	3,743.2	4,593.9	6,772.8	2,178.9	47.4%
T624	HOUSE PLANTS & SUPPLIES	2,679.0	3,140.0	3,717.5	577.5	18.4%
T630	HORTICULTURE SERVICES & MISC	628.8	871.0	684.1	(186.9)	-21.5%
T600	HORTICULTURE	50,461.3	46,504.2	47,282.2	778.0	1.7%
	TOTALS:	5,131,287.9	5,271,214.0	5,423,257.0	152,043.0	2.9%

A9055-9U 19/90

TVB

A RESEARCH TREND REPORT

TRENDS
IN SPOT TV CATEGORIES
Jan.-June 1990

9/90

Prepared by the TVB Research Department

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

Highlights

* Big categories ($15 Million +) with big percent gains:

	(000)		
	6 Mos 1989	6 Mos 1990	% Increase
1. Home Electronics Compnts & Supp	6,710.8	18,778.3	179.8%
2. Heavy Duty Detergents	20,751.0	38,269.7	84.4%
3. Household Paper Products	14,671.6	26,456.1	80.3%
4. Non-Carbonated Soft Drinks	10,240.2	18,399.1	79.7%
5. Cruise Ship Passenger Travel	9,800.7	16,714.4	70.5%

* Smaller categories with big percent gains:

	(000)		
	6 Mos 1989	6 Mos 1990	% Increase
1. Refrigerators & Freezers	$ 191.2	4,105.0	2,047.0%
2. Pharmaceutical Houses, Gen Promo	566.9	4,148.0	631.7%
3. Stationery & Paper Goods	995.4	2,550.1	156.2%
4. Vitamin Preparations & Tonics	1,827.7	4,546.0	148.7%
5. Reducing Aids	952.2	2,364.7	148.3%

*Categories with the biggest dollar gains:

	(000)		
	6 Mos 1989	6 Mos 1990	$ Increase
1. Airline Passenger Travel	$ 57,570.3	$ 84,674.3	$ 27,104.0
2. Heavy Duty Detergents	20,751.0	38,269.7	17,518.7
3. Gasoline & Motor Oil	50,117.7	66,173.1	16,055.4
4. Other Dinners & Prepared Dishes	28,085.9	42,805.3	14,719.4
5. Financial	40,977.6	55,031.7	14,054.1

The following pages present all the categories three ways:

1. Ranked by dollar change.
2. Ranked by percent change.
3. By code number with major category totals.

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990	
T413	AIRLINE PASSENGER TRAVEL	64,159.1	57,570.3	84,674.3	27,104.0	47.1%	
H412	HEAVY DUTY DETERGENTS	25,060.7	20,751.0	38,269.7	17,518.7	84.4%	
T211	GASOLINE & MOTOR OIL	46,665.3	50,117.7	66,173.1	16,055.4	32.0%	
F126	OTHER DINNERS & PREPARED DISHES	38,676.6	28,085.9	42,805.3	14,719.4	52.4%	
B150	FINANCIAL	27,002.0	40,977.6	55,031.7	14,054.1	34.3%	
F122	CEREALS	84,506.5	74,785.6	88,080.9	13,295.3	17.8%	
F162	CAKES, PIES & PASTRIES	5,364.4	3,135.6	15,407.8	12,272.2	391.4%	*
H320	HOME ELECTRONICS COMPONENTS & SUPPLIES	10,240.3	6,710.8	18,778.3	12,067.5	179.8%	
H232	HOUSEHOLD PAPER PRODUCTS	13,317.8	14,671.6	26,456.1	11,784.5	80.3%	
B144	TELEPHONE COMPANIES	37,205.7	33,815.8	45,022.3	11,206.5	33.1%	
T111	PASSENGER CAR, DOMESTIC	67,309.7	50,584.0	61,602.1	11,018.1	21.8%	
B210	LIFE INSURANCE (INCLUDING GROUP & MEDICAL)	30,575.4	24,862.7	35,787.2	10,924.5	43.9%	
F171	COFFEE, TEA , COCOA & MILK ADDITIVES	27,111.8	33,182.2	43,868.6	10,686.4	32.2%	
F223	NON-CARBONATED SOFT DRINKS	6,833.8	10,240.2	18,399.1	8,158.9	79.7%	
T120	COMMERCIAL TRUCKS & VEHICLES	51,784.1	51,902.4	59,689.4	7,787.0	15.0%	
T412	CRUISE SHIP PASSENGER TRAVEL	15,217.3	9,800.7	16,714.4	6,913.7	70.5%	
G450	GAMES, TOYS & HOBBYCRAFT	66,431.8	53,800.9	60,362.4	6,561.5	12.2%	
F212	SNACKS FOODS & NUTS	24,714.3	21,534.5	28,057.8	6,523.3	30.3%	
D212	COLD, COUGH & SINUS REMEDIES	29,743.5	30,816.8	36,715.0	5,898.2	19.1%	
D216	MEDICATED SKIN PRODUCTS & LINIMENTS	12,476.7	11,697.5	17,060.5	5,363.0	45.8%	
F163	COOKIES & CRACKERS	7,188.5	6,429.4	11,787.2	5,357.8	83.3%	
H215	MISCELLANEOUS MAJOR APPLIANCES	5,770.8	5,888.8	11,177.6	5,288.8	89.8%	
H330	AUDIO & VIDEO RECORDINGS	29,643.5	27,169.3	32,362.0	5,192.7	19.1%	
D122	TOILET SOAPS	8,718.5	7,451.9	12,396.2	4,944.3	66.3%	
H420	LAUNDRY PREPARATIONS	11,405.5	5,699.4	9,780.9	4,081.5	71.6%	
B220	FIRE, CASUALTY, OTHER INSURANCE	12,900.7	12,354.9	16,348.3	3,993.4	32.3%	
T212	GAS DEALER SERVICES, PROMOTIONS	6,499.3	6,442.2	10,406.1	3,963.9	61.5%	
H211	REFRIGERATORS & FREEZERS	156.6	191.2	4,105.0	3,913.8	2047.0%	
B160	GOVERNMENT ADVERTISING	28,832.5	38,594.4	42,468.7	3,874.3	10.0%	
F142	OTHER FRUITS (INCL FRESH NUTS)	6,052.5	5,271.8	9,048.9	3,777.1	71.6%	
D125	MEN'S TOILETRIES	7,255.0	7,848.9	11,623.6	3,774.7	48.1%	
F118	SALAD DRESSINGS & MAYONNAISE	6,800.5	9,716.3	13,404.5	3,688.2	38.0%	
B141	COMMUNICATIONS EQUIPMENT & SERVICES	11,955.8	17,849.5	21,433.6	3,584.1	20.1%	
D218	PHARMACEUTICAL HOUSES, GENERAL PROMOTION	1,869.1	566.9	4,148.0	3,581.1	631.7%	
F172	FRUIT JUICES	26,613.7	19,855.9	23,260.9	3,405.0	17.1%	
F224	BOTTLED WATER	4,958.3	6,190.1	9,594.5	3,404.4	55.0%	
F211	CANDY & GUM	50,863.0	39,034.3	42,167.4	3,133.1	8.0%	
D142	SHAMPOOS, RINSES & CONDITIONERS	15,869.8	13,319.4	16,441.0	3,121.6	23.4%	
B311	COMPUTERS, HARDWARE & SOFTWARE	4,343.0	2,283.2	5,310.9	3,027.7	132.6%	
F132	CHEESE	8,753.6	8,850.4	11,820.7	2,970.3	33.6%	

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
B410	BOOKS & MUSIC	8,986.8	6,827.5	9,751.7	2,924.2	42.8%
D215	VITAMIN PREPARATIONS & TONICS	4,638.8	1,827.7	4,546.0	2,718.3	148.7%
B143	DATA TRANSMISSION SYSTEMS	321.2	2,538.8	5,171.7	2,632.9	103.7%
G230	CAMERAS & PHOTOGRAPHIC SUPPLIES	4,822.1	7,398.6	10,014.3	2,615.7	35.4%
F113	FLOUR, PREPARED BAKING MIXES & INGREDIENTS	3,101.1	3,001.5	5,218.7	2,217.2	73.9%
G532	PETS & PET SUPPLIES	3,749.1	2,562.1	4693.4	2,131.3	83.2%
F143	VEGETABLES	6,835.7	6,358.7	8,381.2	2,022.5	31.8%
A121	UNDERWEAR, SLEEPWEAR & LOUNGING APPAREL	3,160.6	3,087.2	5,095.5	2,008.3	65.1%
T432	HOTELS & RESORTS, OUTSIDE U S	25,628.6	25,171.0	27,176.4	2,005.4	8.0%
B321	STATIONERY & PAPER GOODS	1,311.6	995.4	2,550.1	1,554.7	156.2%
H241	HOME PEST CONTROLS	9,487.3	6,189.1	7,699.3	1,510.2	24.4%
D217	REDUCING AIDS	1,837.2	952.2	2,364.7	1,412.5	148.3%
F320	WINES & COOLERS	9,081.3	3,577.7	4,957.9	1,380.2	38.6%
T162	TRUCK RENTALS & LEASING	330.2	2,477.2	3,855.2	1,378.0	55.6%
F152	BACON, SAUSAGE & KIELBASA	8,338.6	8,073.1	9,337.5	1,264.4	15.7%
T151	BATTERIES	1,615.5	895.0	2,135.6	1,240.6	138.6%
F154	POULTRY	15,047.8	14,720.6	15,941.1	1,220.5	8.3%
D219	MISCELLANEOUS MEDICATIONS	8,149.9	8,784.8	9,939.2	1,154.4	13.1%
D222	MISCELLANEOUS MEDICAL SUPPLIES	3,657.1	3,659.5	4,757.5	1,098.0	30.0%
F119	MISCELLANEOUS FOOD INGREDIENTS	1,757.9	2,904.4	3,975.6	1,071.2	36.9%
G490	MISCELLANEOUS SPORTING EQUIPMENT	4,058.9	2,749.7	3,742.2	992.5	36.1%
H133	CARPET FIBERS & MATERIALS	790.2	2,592.7	3,561.0	968.3	37.3%
G460	GOLF EQUIPMENT	286.2	272.3	1,170.3	898.0	329.8%
H432	FLOOR & FURNITURE POLISHES & WAXES	428.0	762.9	1,539.4	776.5	101.8%
D114	FACIAL MAKEUP PRODUCTS	1,379.9	1,780.9	2,552.6	771.7	43.3%
T622	LAWN & GARDEN FERTILIZERS	7,594.5	3,135.5	3,865.7	730.2	23.3%
T414	MISCELLANEOUS PASSENGER TRAVEL	4,938.3	5,431.4	6,089.1	657.7	12.1%
D131	BATH PRODUCTS	1,104.0	83.0	714.1	631.1	760.4%
D143	HAIR SPRAYS, MOUSSES & GELS	370.5	292.4	900.8	608.4	208.1%
T153	CAR CLEANERS, WAXES & POLISHES	2,049.5	723.3	1,321.5	598.2	82.7%
G120	SMOKING MATERIALS	2,111.1	1,764.8	2,358.4	593.8	33.7%
D213	DIGESTIVE AIDS & ANTACIDS	7,054.1	5,995.7	6,483.5	487.8	8.1%
T623	LAWN & GARDEN PEST CONTROLS	4,450.3	6,327.7	6,772.6	444.9	7.0%
G212	WATCHES	4,035.9	1,311.4	1,730.5	419.1	32.0%
A122	FOUNDATIONS & BRAS	721.1	1,116.4	1,490.3	373.9	33.5%
H212	STOVES & RANGES	1,264.7	277.0	646.8	369.8	133.5%
H512	INSULATION, WALLBOARD, ROOFING & SIDING	676.2	287.3	620.2	332.9	115.9%
F127	MISCELLANEOUS PREPARED FOODS	4,670.0	3,971.9	4,298.7	326.8	8.2%
G440	BICYCLES & ACCESSORIES	2,110.8	1,147.6	1,471.7	324.1	28.2%
T533	FARM REMEDIES & SERVICES	248.2	5.2	270.9	265.7	5109.6%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
T540	FERTILIZERS & SEED TREATMENT	246.6	22.2	265.6	243.4	1096.4%
A112	COATS, SUITS, DRESSES & RAINWEAR	305.9	18.0	258.8	240.8	1337.8%
F155	FISH (SEAFOOD)	7,389.4	4,633.6	4,869.3	235.7	5.1%
G572	EMPLOYMENT RECRUITMENT	1,029.9	971.6	1,190.5	218.9	22.5%
H523	WIRING, LIGHT FIXTURES & ACCESSORIES	1,485.4	681.4	875.1	193.7	28.4%
T300	AVIATION, ACCESSORIES & EQUIPMENT	0.0	0.0	178.4	178.4	INF%
D116	COSMETICS COMBINATION COPY	4,559.0	3,350.1	3,514.5	164.4	4.9%
B183	RELIGIOUS, CHARITABLE & HUMANITARIAN	1,593.3	2,572.4	2,691.7	119.3	4.6%
A141	APPAREL ACCESSORIES	65.7	2.2	97.8	95.6	4345.5%
T621	LAWN & GARDEN SEEDS, BULBS & NURSERY STOCK	93.0	98.6	179.1	80.5	81.6%
F173	VEGETABLE JUICES	2,453.2	35.7	90.9	55.2	154.6%
F114	SEASONINGS, SPICES & EXTRACTS	2,778.7	642.4	691.0	48.6	7.6%
A134	SHOE CARE PRODUCTS	0.0	4.1	42.2	38.1	929.3%
G422	HUNTING EQUIPMENT	9.4	15.0	49.2	34.2	228.0%
T520	CROP MACHINERY & EQUIPMENT	102.5	119.9	153.6	33.7	28.1%
H141	DRAPERIES, CURTAINS & HOUSEHOLD FABRICS	17.4	4.1	26.0	21.9	534.1%
G480	SNOWMOBILES & ALL TERRAIN VEHICLES	62.5	144.2	165.8	21.6	15.0%
B514	INDUSTRIAL CHEMICALS & PLASTICS	19.4	16.7	30.6	13.9	83.2%
A111	BLOUSES & SHIRTS	10.1	0.0	6.9	6.9	INF%
D128	HYGIENIC GOODS COMBINATION COPY	8.1	4.9	8.9	4.0	81.6%
B181	POLITICAL ADVERTISING	2,256.4	0.0	2.2	2.2	INF%
T142	MISCELLANEOUS TIRES & TUBES	0.0	0.0	1.7	1.7	INF%
A150	HATS	1.8	0.0	1.0	1.0	INF%
G222	OPTICAL PRECISION INSTRUMENTS	0.0	0.0	1.0	1.0	INF%
A132	PROTECTIVE & WORK FOOTWEAR	0.0	2.0	2.1	0.1	5.0%
B322	PENS, PENCILS, MARKERS & MISCELLANEOUS	8.5	0.0	0.0	0.0	0.0%
B613	STEAMSHIP, TRUCK & OTHER FREIGHT	1.5	0.0	0.0	0.0	0.0%
T531	DAIRY, POULTRY & LIVESTOCK EQPT & ACCESS	1.6	0.0	0.0	0.0	INF%
B315	OFFICE FURNITURE & MISCELLANEOUS	59.6	22.2	22.1	(0.1)	-0.5%
B611	RAILROAD FREIGHT	0.0	0.1	0.0	(0.1)	-100.0%
A113	FURS & FUR COATS	1.7	1.4	0.0	(1.4)	-100.0%
B312	WORD PROCESSORS & TYPEWRITERS	1,932.1	22.2	20.6	(1.6)	-7.2%
B620	INDUSTRIAL & AGRICULTURAL AREA DEVELOPMENT	10.1	7.8	5.9	(1.9)	-24.4%
H214	LAUNDRY EQUIPMENT	199.4	69.6	66.6	(3.0)	-4.3%
B520	INDUSTRIAL MACHINERY, INSTRUMENTS & COMPNT	53.4	27.8	24.6	(3.2)	-11.5%
G470	SKI EQUIPMENT	22.7	40.7	35.8	(4.9)	-12.0%
T221	LUBRICANTS	46.5	11.1	1.0	(10.1)	-91.0%
H513	LUMBER & WOODWORK	243.7	139.3	128.5	(10.8)	-7.8%
T560	AGRICULTURAL SERVICES & MISCELLANEOUS	17.5	21.3	9.4	(11.9)	-55.9%
H143	HOUSEHOLD FABRIC FIBER & FINISHES	811.5	12.1	0.0	(12.1)	-100.0%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
H217	ROOM AIR CONDITIONERS	755.5	654.9	639.6	(15.3)	-2.3%
G421	CAMPING EQUIPMENT	16.1	29.7	12.6	(17.1)	-57.6%
G221	SUNGLASSES & EYE GLASSES	2,852.1	720.6	700.9	(19.7)	-2.7%
G112	CIGARS & TOBACCO	1,345.2	46.4	25.0	(21.4)	-46.1%
H142	BEDDING & LINENS	1.7	35.4	5.3	(30.1)	-85.0%
H340	MUSICAL INSTRUMENTS	76.6	47.9	16.1	(31.8)	-66.4%
G510	LUGGAGE & LEATHER GOODS	31.8	85.1	41.7	(43.4)	-51.0%
G571	BUSINESS PROPOSITIONS	51.0	66.5	19.6	(46.9)	-70.5%
G211	JEWELRY	2,124.0	713.3	663.5	(49.8)	-7.0%
F125	MACARONI, SPAGHETTI, NOODLE PDTS & DINNERS	15,457.0	18,426.8	18,373.4	(53.4)	-0.3%
T630	HORTICULTURE SERVICES & MISC	760.6	557.0	501.7	(55.3)	-9.9%
F340	MISCELLANEOUS MIXING INGREDIENTS	51.8	91.8	34.2	(57.6)	-62.7%
D113	PERFUMES & TOILET WATER	9,864.0	8,745.3	8,657.7	(87.6)	-1.0%
A170	APPAREL FABRICS & FINISHES	0.0	104.5	4.9	(99.6)	-95.3%
H524	HOME WORKSHOP HAND & POWER TOOLS	966.5	1,188.0	1,087.1	(100.9)	-8.5%
H243	DEODORIZERS & AIR FRESHENERS	1,136.5	1,635.2	1,524.2	(111.0)	-6.8%
B512	PACKAGING & PAPER PRODUCTS	5.7	114.4	0.0	(114.4)	-100.0%
A115	SPORTSWEAR TOPS	8.2	120.3	0.5	(119.8)	-99.6%
T130	MOTOR & MOBILE HOMES & CAMPERS	254.2	169.8	46.4	(123.4)	-72.7%
D141	HAIR COLORING PRODUCTS	2,136.6	1,591.0	1,446.1	(144.9)	-9.1%
G410	FISHING TACKLE & EQUIPMENT	614.6	582.4	405.6	(176.8)	-30.4%
T532	FARM FEEDS & SUPPLEMENTS	41.2	229.4	20.7	(208.7)	-91.0%
H242	HOME DISINFECTANTS	101.6	439.5	222.5	(217.0)	-49.4%
T624	HOUSE PLANTS & SUPPLIES	1,048.0	362.6	122.9	(239.7)	-66.1%
F112	SHORTENING & OILS	13,921.3	13,471.4	13,213.5	(257.9)	-1.9%
T222	FUELS	33.8	355.5	96.2	(259.3)	-72.9%
T230	PETROLEUM COMPANIES, GEN PROMO	2,880.9	5,627.8	5,352.9	(274.9)	-4.9%
H132	LINOLEUM, MISC HARD SURFACE FLOOR COVERING	556.5	465.4	165.5	(299.9)	-64.4%
D221	MEDICAL APPLIANCES & EQUIPMENT	9,455.7	4,402.1	4,082.7	(319.4)	-7.3%
F124	INFANTS' FOODS	1,144.5	5,042.6	4,718.2	(324.4)	-6.4%
F115	DESSERTS & DESSERT INGREDIENTS	8,198.8	9,707.7	9,230.2	(477.5)	-4.9%
H150	MISC HOUSEHOLD FURNISHINGS	2,519.4	938.0	428.7	(509.3)	-54.3%
F151	LUNCH MEATS & HOT DOGS	10,808.0	12,918.8	12,403.4	(515.4)	-4.0%
D132	PRE-MOISTEN TOWELETTES & MISC TOILET GOODS	1,517.8	639.6	116.6	(523.0)	-81.8%
T570	SEEDS (FIELD CROP)	998.2	1,039.0	491.9	(547.1)	-52.7%
D123	FEMININE HYGIENE PRODUCTS	1,437.7	3,448.1	2,897.4	(550.7)	-16.0%
H233	FOOD WRAPS & FOILS	3,875.1	9,228.8	8,662.1	(566.7)	-6.1%
F116	CONDIMENTS, PICKLES & RELISHES	8,480.9	15,221.8	14,622.4	(599.4)	-3.9%
B189	MISC. ORGANIZATION ADVERTISING	3,508.1	4,075.3	3,456.8	(618.5)	-15.2%
H515	MISCELLANEOUS BUILDING MATERIALS	2,344.7	2,260.8	1,625.0	(635.8)	-28.1%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
D126	MEN'S SHAVING EQUIPMENT	2,485.1	1,804.5	1,159.3	(645.2)	-35.8%
H111	CHINA, GLASSWARE & POTTERY	428.6	671.5	7.1	(664.4)	-98.9%
F111	SUGARS, SYRUPS & JELLIES	3,785.3	5,323.1	4,603.0	(720.1)	-13.5%
T154	AUTO PARTS & ACCESSORIES	3,054.8	2,883.9	2,129.2	(754.7)	-26.2%
D146	PERSONAL CARE & GROOMING APPLIANCE	451.3	1,309.5	540.6	(768.9)	-58.7%
A117	MULTIPLE APPAREL, MFRS & MISC.	5,148.6	2,767.5	1,947.6	(819.9)	-29.6%
B420	MAGAZINES, NEWSPAPERS & OTHER MEDIA	60,584.8	49,528.3	48,693.4	(834.9)	-1.7%
A131	REGULAR, CASUAL & SPORT FOOTWEAR	6,006.2	15,183.2	14,316.7	(866.5)	-5.7%
D214	LAXATIVES	4,220.1	4,362.6	3,456.4	(906.2)	-20.8%
A142	NOTIONS	1,032.7	1,693.7	727.4	(966.3)	-57.1%
B142	LONG DISTANCE SERVICES	23,677.0	28,091.4	27,110.9	(980.5)	-3.5%
H216	MAJOR APPLIANCE COMBINATION COPY	3,249.2	2,949.9	1,954.0	(995.9)	-33.8%
D144	HOME PERMS & RELAXERS	2,625.6	3,219.0	2,211.8	(1,007.2)	-31.3%
D145	MEN'S HAIR CARE PRODUCTS	218.9	2,794.5	1,786.9	(1,007.6)	-36.1%
H431	CLEANERS & CLEANSER (GEN HOUSEHOLD USE)	12,639.2	16,101.0	15,050.0	(1,051.0)	-6.5%
F117	SAUCES, GRAVIES & DIPS	18,449.4	17,748.3	16,669.7	(1,078.6)	-6.1%
H541	PAINT, VARNISHES & MISC COATINGS	6,020.4	8,869.3	7,780.4	(1,088.9)	-12.3%
D111	CREAMS & LOTIONS	13,295.6	16,296.4	15,205.0	(1,091.4)	-6.7%
D115	MANICURE PREPARATIONS & IMPLEMENTS	2,371.7	1,501.7	383.6	(1,118.1)	-74.5%
F180	COMBINATION FOOD COPY	2,579.3	3,091.1	1,931.3	(1,159.8)	-37.5%
H131	CARPETS, RUGS & PADS	92.5	1,317.2	153.0	(1,164.2)	-88.4%
H433	CLEANERS, WAXES & POLISHES (SPECIFIC USES)	7,695.8	6,487.9	5,311.0	(1,176.9)	-18.1%
F133	ICE CREAM & SHERBETS	20,889.3	20,246.4	19,064.5	(1,181.9)	-5.8%
D211	HEADACHE REMEDIES, SEDATIVES & SLEEP PDTS	10,731.5	9,317.7	8,078.0	(1,239.7)	-13.3%
T152	ANTI-FREEZE & ADDITIVES	517.6	1,553.8	268.8	(1,285.0)	-82.7%
F121	SOUPS	8,092.0	10,560.1	9,258.9	(1,301.2)	-12.3%
G430	BOATS & MOTORS	2,493.6	2,603.5	1,299.5	(1,304.0)	-50.1%
D112	LIP & EYE BEAUTY PRODUCTS	137.6	1,935.2	618.1	(1,317.1)	-68.1%
D124	DEPILATORIES & DEODORANTS	6,965.4	7,153.2	5,801.6	(1,351.6)	-18.9%
F123	HEALTH & DIETARY FOODS	6,148.9	4,776.6	3,380.2	(1,396.4)	-29.2%
T115	MOTORCYCLES	1,007.6	2,152.3	666.6	(1,485.7)	-69.0%
H411	SOAPS & LIGHT DUTY DETERGENTS	7,713.1	6,455.9	4,958.5	(1,497.4)	-23.2%
G562	MISCELLANEOUS (NOT ELSEWHERE CLASSIFIED)	5,929.2	6,665.9	5,100.3	(1,565.6)	-23.5%
H522	HEATING & AIR CONDITIONING SYSTS	10,153.0	7,862.8	6,216.0	(1,646.8)	-20.9%
H231	COOKING UTENSILS & PRESSURE COOKERS	611.3	2,601.1	881.8	(1,719.3)	-66.1%
H235	MISCELLANEOUS ACCESSORIES & SUPPLIES	4,727.0	4,995.7	3,242.2	(1,753.5)	-35.1%
B182	UNIONS	2,301.6	2,307.2	504.3	(1,802.9)	-78.1%
H525	MISC FIXTURES, EQUIPMENT & SYSTEMS	9,346.9	13,495.3	11,690.4	(1,804.9)	-13.4%
H234	PATIO & BARBECUE EQUIPMENT ACCESSORIES	3,548.4	5,555.0	3,726.1	(1,828.9)	-32.9%
F221	CARBONATED SOFT DRINKS	111,272.5	96,766.2	94,915.9	(1,850.3)	-1.9%

SPOT ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990	
B314	DATA SYSTEMS, GENERAL PROMO & COMBO COPY	1,962.1	2,238.2	325.5	(1,912.7)	-85.5%	
F141	CITRUS FRUITS	1,587.3	2,621.5	665.1	(1,956.4)	-74.6%	
A160	HOSIERY	632.7	2,214.2	190.6	(2,023.6)	-91.4%	
D129	MISCELLANEOUS HYGIENIC GOODS	1,374.8	2,107.5	29.6	(2,077.9)	-98.6%	
G531	PET FOODS	16,200.5	17,019.8	14,926.8	(2,093.0)	-12.3%	
H310	HOME ELECTRONIC EQUIPMENT	1,279.3	3,233.5	1,119.6	(2,113.9)	-65.4%	
H220	SMALL APPLIANCES & EQUIPMENT	3,950.4	4,384.5	2,229.4	(2,155.1)	-49.2%	
H521	PLUMBING & SANITATION EQUIPMENT	3,014.7	5,033.7	2,756.0	(2,277.7)	-45.2%	
B313	COPIERS & OTHER OFFICE MACHINES	2,855.0	5,443.9	2,964.9	(2,479.0)	-45.5%	
D121	DENTAL SUPPLIES & MOUTHWASHES	17,307.6	22,638.4	19,598.6	(3,039.8)	-13.4%	
B130	CORRESPONDENCE SCHOOLS	4,498.8	6,365.8	3,012.0	(3,353.8)	-52.7%	
H120	FURNITURE	16,448.5	15,232.9	11,799.3	(3,433.6)	-22.5%	
A116	SPORTSWEAR BOTTOMS	2,047.7	6,581.1	3,029.3	(3,551.8)	-54.0%	
F131	MILK, BUTTER & EGGS	25,944.2	31,902.5	28,338.6	(3,563.9)	-11.2%	
D127	WOMEN'S SHAVING EQUIPMENT	898.6	3,992.3	368.4	(3,623.9)	-90.8%	
T550	PEST CONTROLS	15,110.8	12,649.0	8,969.5	(3,679.5)	-29.1%	
T610	GARDEN MACHINERY, IMPLEMENTS & FIXTURES	24,426.4	25,731.5	21,031.7	(4,699.8)	-18.3%	
B612	AIRLINE FREIGHT	15,065.1	17,904.4	12,948.1	(4,956.3)	-27.7%	
F153	MEATS	8,319.6	10,020.6	4,283.7	(5,736.9)	-57.3%	
T161	CAR RENTALS & LEASING	14,898.1	22,617.9	15,866.4	(6,751.5)	-29.9%	
T141	CAR & TRUCK TIRES & TUBES	8,363.7	12,318.5	4,978.0	(7,340.5)	-59.6%	
G561	INSTITUTION & CORPORATE PROMOS & CO-OPS	14,319.7	21,560.7	13,534.8	(8,025.9)	-37.2%	
F161	BREAD & ROLLS	27,955.5	28,010.8	19,470.4	(8,540.4)	-30.5%	*
D147	MISCELLANEOUS & COMBINATION HAIR CARE PDTS	7,143.5	14,216.9	4,360.8	(9,856.1)	-69.3%	
T112	PASSENGER CAR, IMPORTED	110,828.6	137,090.2	123,401.6	(13,688.6)	-10.0%	
T113	AUTO DEALERS ASSOCIATIONS	320,845.4	377,990.2	363,213.2	(14,777.0)	-3.9%	
	BEER & ALE	105,391.4	96,638.7	80,361.3	(16,277.4)	-16.8%	
T114	PASSENGER CARS & TRUCKS	18,979.8	48,420.9	25,143.7	(23,277.2)	-48.1%	
F310							
	TOTALS:	2,436,685.6	2,518,577.7	2,650,765.9	132,188.2	5.2%	

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON

* Reflects the move of muffins, coffee cakes, pop tarts & doughnuts from F161 to F162 in 1990.

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 198

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990	
T300	AVIATION, ACCESSORIES & EQUIPMENT	0.0	0.0	178.4	178.4	INF%	
A111	BLOUSES & SHIRTS	10.1	0.0	6.9	6.9	INF%	
B181	POLITICAL ADVERTISING	2,256.4	0.0	2.2	2.2	INF%	
T142	MISCELLANEOUS TIRES & TUBES	0.0	0.0	1.7	1.7	INF%	
A150	HATS	1.8	0.0	1.0	1.0	INF%	
G222	OPTICAL PRECISION INSTRUMENTS	0.0	0.0	1.0	1.0	INF%	
T531	DAIRY, POULTRY & LIVESTOCK EQPT & ACCESS	1.6	0.0	0.0	0.0	INF%	
T533	FARM REMEDIES & SERVICES	248.2	5.2	270.9	265.7	5109.6%	
A141	APPAREL ACCESSORIES	65.7	2.2	97.8	95.6	4345.5%	
H211	REFRIGERATORS & FREEZERS	156.6	191.2	4,105.0	3,913.8	2047.0%	
A112	COATS, SUITS, DRESSES & RAINWEAR	305.9	18.0	258.8	240.8	1337.8%	
T540	FERTILIZERS & SEED TREATMENT	246.6	22.2	265.6	243.4	1096.4%	
A134	SHOE CARE PRODUCTS	0.0	4.1	42.2	38.1	929.3%	
D131	BATH PRODUCTS	1,104.0	83.0	714.1	631.1	760.4%	
D218	PHARMACEUTICAL HOUSES, GENERAL PROMOTION	1,869.1	566.9	4,148.0	3,581.1	631.7%	
H141	DRAPERIES, CURTAINS & HOUSEHOLD FABRICS	17.4	4.1	26.0	21.9	534.1%	
F162	CAKES, PIES & PASTRIES	5,364.4	3,135.6	15,407.8	12,272.2	391.4%	*
G460	GOLF EQUIPMENT	286.2	272.3	1,170.3	898.0	329.8%	
G422	HUNTING EQUIPMENT	9.4	15.0	49.2	34.2	228.0%	
D143	HAIR SPRAYS, MOUSSES & GELS	370.5	292.4	900.8	608.4	208.1%	
H320	HOME ELECTRONICS COMPONENTS & SUPPLIES	10,240.3	6,710.8	18,778.3	12,067.5	179.8%	
B321	STATIONERY & PAPER GOODS	1,311.6	995.4	2,550.1	1,554.7	156.2%	
F173	VEGETABLE JUICES	2,453.2	35.7	90.9	55.2	154.6%	
D215	VITAMIN PREPARATIONS & TONICS	4,638.8	1,827.7	4,546.0	2,718.3	148.7%	
D217	REDUCING AIDS	1,837.2	952.2	2,364.7	1,412.5	148.3%	
T151	BATTERIES	1,615.5	895.0	2,135.6	1,240.6	138.6%	
H212	STOVES & RANGES	1,264.7	277.0	646.8	369.8	133.5%	
B311	COMPUTERS, HARDWARE & SOFTWARE	4,343.0	2,283.2	5,310.9	3,027.7	132.6%	
H512	INSULATION, WALLBOARD, ROOFING & SIDING	676.2	287.3	620.2	332.9	115.9%	
B143	DATA TRANSMISSION SYSTEMS	321.2	2,538.8	5,171.7	2,632.9	103.7%	
H432	FLOOR & FURNITURE POLISHES & WAXES	428.0	762.9	1,539.4	776.5	101.8%	
H215	MISCELLANEOUS MAJOR APPLIANCES	5,770.8	5,888.8	11,177.6	5,288.8	89.8%	
H412	HEAVY DUTY DETERGENTS	25,060.7	20,751.0	38,269.7	17,518.7	84.4%	
F163	COOKIES & CRACKERS	7,188.5	6,429.4	11,787.2	5,357.8	83.3%	
B514	INDUSTRIAL CHEMICALS & PLASTICS	19.4	16.7	30.6	13.9	83.2%	
G532	PETS & PET SUPPLIES	3,749.1	2,562.1	4693.4	2,131.3	83.2%	
T153	CAR CLEANERS, WAXES & POLISHES	2,049.5	723.3	1,321.5	598.2	82.7%	
T621	LAWN & GARDEN SEEDS, BULBS & NURSERY STOCK	93.0	98.6	179.1	80.5	81.6%	
D128	HYGIENIC GOODS COMBINATION COPY	8.1	4.9	8.9	4.0	81.6%	
H232	HOUSEHOLD PAPER PRODUCTS	13,317.8	14,671.6	26,456.1	11,784.5	80.3%	

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 198

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
F223	NON-CARBONATED SOFT DRINKS	6,833.8	10,240.2	18,399.1	8,158.9	79.7%
F113	FLOUR, PREPARED BAKING MIXES & INGREDIENTS	3,101.1	3,001.5	5,218.7	2,217.2	73.9%
F142	OTHER FRUITS (INCL FRESH NUTS)	6,052.5	5,271.8	9,048.9	3,777.1	71.6%
H420	LAUNDRY PREPARATIONS	11,405.5	5,699.4	9,780.9	4,081.5	71.6%
T412	CRUISE SHIP PASSENGER TRAVEL	15,217.3	9,800.7	16,714.4	6,913.7	70.5%
D122	TOILET SOAPS	8,718.5	7,451.9	12,396.2	4,944.3	66.3%
A121	UNDERWEAR, SLEEPWEAR & LOUNGING APPAREL	3,160.6	3,087.2	5,095.5	2,008.3	65.1%
T212	GAS DEALER SERVICES, PROMOTIONS	6,499.3	6,442.2	10,406.1	3,963.9	61.5%
T162	TRUCK RENTALS & LEASING	330.2	2,477.2	3,855.2	1,378.0	55.6%
F224	BOTTLED WATER	4,958.3	6,190.1	9,594.5	3,404.4	55.0%
F126	OTHER DINNERS & PREPARED DISHES	38,676.6	28,085.9	42,805.3	14,719.4	52.4%
D125	MEN'S TOILETRIES	7,255.0	7,848.9	11,623.6	3,774.7	48.1%
T413	AIRLINE PASSENGER TRAVEL	64,159.1	57,570.3	84,674.3	27,104.0	47.1%
D216	MEDICATED SKIN PRODUCTS & LINIMENTS	12,476.7	11,697.5	17,060.5	5,363.0	45.8%
B210	LIFE INSURANCE (INCLUDING GROUP & MEDICAL)	30,575.4	24,862.7	35,787.2	10,924.5	43.9%
D114	FACIAL MAKEUP PRODUCTS	1,379.9	1,780.9	2,552.6	771.7	43.3%
B410	BOOKS & MUSIC	8,986.8	6,827.5	9,751.7	2,924.2	42.8%
F320	WINES & COOLERS	9,081.3	3,577.7	4,957.9	1,380.2	38.6%
F118	SALAD DRESSINGS & MAYONNAISE	6,800.5	9,716.3	13,404.5	3,688.2	38.0%
H133	CARPET FIBERS & MATERIALS	790.2	2,592.7	3,561.0	968.3	37.3%
F119	MISCELLANEOUS FOOD INGREDIENTS	1,757.9	2,904.4	3,975.6	1,071.2	36.9%
G490	MISCELLANEOUS SPORTING EQUIPMENT	4,058.9	2,749.7	3,742.2	992.5	36.1%
G230	CAMERAS & PHOTOGRAPHIC SUPPLIES	4,822.1	7,398.6	10,014.3	2,615.7	35.4%
B150	FINANCIAL	27,002.0	40,977.6	55,031.7	14,054.1	34.3%
G120	SMOKING MATERIALS	2,111.1	1,764.6	2,358.4	593.8	33.7%
F132	CHEESE	8,753.6	8,850.4	11,820.7	2,970.3	33.6%
A122	FOUNDATIONS & BRAS	721.1	1,116.4	1,490.3	373.9	33.5%
B144	TELEPHONE COMPANIES	37,205.7	33,815.8	45,022.3	11,206.5	33.1%
B220	FIRE, CASUALTY, OTHER INSURANCE	12,900.7	12,354.9	16,348.3	3,993.4	32.3%
F171	COFFEE, TEA , COCOA & MILK ADDITIVES	27,111.8	33,182.2	43,868.6	10,686.4	32.2%
T211	GASOLINE & MOTOR OIL	46,665.3	50,117.7	66,173.1	16,055.4	32.0%
G212	WATCHES	4,035.9	1,311.4	1,730.5	419.1	32.0%
F143	VEGETABLES	6,835.7	6,358.7	8,381.2	2,022.5	31.8%
F212	SNACKS FOODS & NUTS	24,714.3	21,534.5	28,057.8	6,523.3	30.3%
D222	MISCELLANEOUS MEDICAL SUPPLIES	3,657.1	3,659.5	4,757.5	1,098.0	30.0%
H523	WIRING, LIGHT FIXTURES & ACCESSORIES	1,485.4	681.4	875.1	193.7	28.4%
G440	BICYCLES & ACCESSORIES	2,110.8	1,147.6	1,471.7	324.1	28.2%
T520	CROP MACHINERY & EQUIPMENT	102.5	119.9	153.6	33.7	28.1%
H241	HOME PEST CONTROLS	9,487.3	6,189.1	7,699.3	1,510.2	24.4%
D142	SHAMPOOS, RINSES & CONDITIONERS	15,869.8	13,319.4	16,441.0	3,121.6	23.4%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 198

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
T622	LAWN & GARDEN FERTILIZERS	7,594.5	3,135.5	3,865.7	730.2	23.3%
G572	EMPLOYMENT RECRUITMENT	1,029.9	971.6	1,190.5	218.9	22.5%
T111	PASSENGER CAR, DOMESTIC	67,309.7	50,584.0	61,602.1	11,018.1	21.8%
B141	COMMUNICATIONS EQUIPMENT & SERVICES	11,955.8	17,849.5	21,433.6	3,584.1	20.1%
D212	COLD, COUGH & SINUS REMEDIES	29,743.5	30,816.8	36,715.0	5,898.2	19.1%
H330	AUDIO & VIDEO RECORDINGS	29,643.5	27,169.3	32,362.0	5,192.7	19.1%
F122	CEREALS	84,506.5	74,785.6	88,080.9	13,295.3	17.8%
F172	FRUIT JUICES	26,613.7	19,855.9	23,260.9	3,405.0	17.1%
F152	BACON, SAUSAGE & KIELBASA	8,338.6	8,073.1	9,337.5	1,264.4	15.7%
T120	COMMERCIAL TRUCKS & VEHICLES	51,784.1	51,902.4	59,689.4	7,787.0	15.0%
G480	SNOWMOBILES & ALL TERRAIN VEHICLES	62.5	144.2	165.8	21.6	15.0%
D219	MISCELLANEOUS MEDICATIONS	8,149.9	8,784.8	9,939.2	1,154.4	13.1%
G450	GAMES, TOYS & HOBBYCRAFT	66,431.8	53,800.9	60,362.4	6,561.5	12.2%
T414	MISCELLANEOUS PASSENGER TRAVEL	4,938.3	5,431.4	6,089.1	657.7	12.1%
B160	GOVERNMENT ADVERTISING	28,832.5	38,594.4	42,468.7	3,874.3	10.0%
F154	POULTRY	15,047.8	14,720.6	15,941.1	1,220.5	8.3%
F127	MISCELLANEOUS PREPARED FOODS	4,670.0	3,971.9	4,298.7	326.8	8.2%
D213	DIGESTIVE AIDS & ANTACIDS	7,054.1	5,995.7	6,483.5	487.8	8.1%
F211	CANDY & GUM	50,863.0	39,034.3	42,167.4	3,133.1	8.0%
T432	HOTELS & RESORTS, OUTSIDE U S	25,628.6	25,171.0	27,176.4	2,005.4	8.0%
F114	SEASONINGS, SPICES & EXTRACTS	2,778.7	642.4	691.0	48.6	7.6%
T623	LAWN & GARDEN PEST CONTROLS	4,450.3	6,327.7	6,772.6	444.9	7.0%
F155	FISH (SEAFOOD)	7,389.4	4,633.6	4,869.3	235.7	5.1%
A132	PROTECTIVE & WORK FOOTWEAR	0.0	2.0	2.1	0.1	5.0%
D116	COSMETICS COMBINATION COPY	4,559.0	3,350.1	3,514.5	164.4	4.9%
B183	RELIGIOUS, CHARITABLE & HUMANITARIAN	1,593.3	2,572.4	2,691.7	119.3	4.6%
B322	PENS, PENCILS, MARKERS & MISCELLANEOUS	8.5	0.0	0.0	0.0	0.0%
B613	STEAMSHIP, TRUCK & OTHER FREIGHT	1.5	0.0	0.0	0.0	0.0%
F125	MACARONI, SPAGHETTI, NOODLE PDTS & DINNERS	15,457.0	18,426.8	18,373.4	(53.4)	-0.3%
B315	OFFICE FURNITURE & MISCELLANEOUS	59.6	22.2	22.1	(0.1)	-0.5%
D113	PERFUMES & TOILET WATER	9,864.0	8,745.3	8,657.7	(87.6)	-1.0%
B420	MAGAZINES, NEWSPAPERS & OTHER MEDIA	60,584.8	49,528.3	48,693.4	(834.9)	-1.7%
F221	CARBONATED SOFT DRINKS	111,272.5	96,766.2	94,915.9	(1,850.3)	-1.9%
F112	SHORTENING & OILS	13,921.3	13,471.4	13,213.5	(257.9)	-1.9%
H217	ROOM AIR CONDITIONERS	755.5	654.9	639.6	(15.3)	-2.3%
G221	SUNGLASSES & EYE GLASSES	2,852.1	720.6	700.9	(19.7)	-2.7%
B142	LONG DISTANCE SERVICES	23,677.0	28,091.4	27,110.9	(980.5)	-3.5%
T113	AUTO DEALERS ASSOCIATIONS	320,845.4	377,990.2	363,213.2	(14,777.0)	-3.9%
F116	CONDIMENTS, PICKLES & RELISHES	8,480.9	15,221.8	14,622.4	(599.4)	-3.9%
F151	LUNCH MEATS & HOT DOGS	10,808.0	12,918.8	12,403.4	(515.4)	-4.0%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 198

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
H214	LAUNDRY EQUIPMENT	199.4	69.6	66.6	(3.0)	-4.3%
T230	PETROLEUM COMPANIES, GEN PROMO	2,880.9	5,627.8	5,352.9	(274.9)	-4.9%
F115	DESSERTS & DESSERT INGREDIENTS	8,198.8	9,707.7	9,230.2	(477.5)	-4.9%
A131	REGULAR, CASUAL & SPORT FOOTWEAR	6,006.2	15,183.2	14,316.7	(866.5)	-5.7%
F133	ICE CREAM & SHERBETS	20,889.3	20,246.4	19,064.5	(1,181.9)	-5.8%
F117	SAUCES, GRAVIES & DIPS	18,449.4	17,748.3	16,669.7	(1,078.6)	-6.1%
H233	FOOD WRAPS & FOILS	3,875.1	9,228.8	8,662.1	(566.7)	-6.1%
F124	INFANTS' FOODS	1,144.5	5,042.6	4,718.2	(324.4)	-6.4%
H431	CLEANERS & CLEANSER (GEN HOUSEHOLD USE)	12,639.2	16,101.0	15,050.0	(1,051.0)	-6.5%
D111	CREAMS & LOTIONS	13,295.6	16,296.4	15,205.0	(1,091.4)	-6.7%
H243	DEODORIZERS & AIR FRESHENERS	1,136.5	1,635.2	1,524.2	(111.0)	-6.8%
G211	JEWELRY	2,124.0	713.3	663.5	(49.8)	-7.0%
B312	WORD PROCESSORS & TYPEWRITERS	1,932.1	22.2	20.6	(1.6)	-7.2%
D221	MEDICAL APPLIANCES & EQUIPMENT	9,455.7	4,402.1	4,082.7	(319.4)	-7.3%
H513	LUMBER & WOODWORK	243.7	139.3	128.5	(10.8)	-7.8%
H524	HOME WORKSHOP HAND & POWER TOOLS	966.5	1,188.0	1,087.1	(100.9)	-8.5%
D141	HAIR COLORING PRODUCTS	2,136.6	1,591.0	1,446.1	(144.9)	-9.1%
T630	HORTICULTURE SERVICES & MISC	760.6	557.0	501.7	(55.3)	-9.9%
T112	PASSENGER CAR, IMPORTED	110,828.6	137,090.2	123,401.6	(13,688.6)	-10.0%
F131	MILK, BUTTER & EGGS	25,944.2	31,902.5	28,338.6	(3,563.9)	-11.2%
B520	INDUSTRIAL MACHINERY, INSTRUMENTS & COMPNT:	53.4	27.8	24.6	(3.2)	-11.5%
G470	SKI EQUIPMENT	22.7	40.7	35.8	(4.9)	-12.0%
H541	PAINT, VARNISHES & MISC COATINGS	6,020.4	8,869.3	7,780.4	(1,088.9)	-12.3%
G531	PET FOODS	16,200.5	17,019.8	14,926.8	(2,093.0)	-12.3%
F121	SOUPS	8,092.0	10,560.1	9,258.9	(1,301.2)	-12.3%
D211	HEADACHE REMEDIES, SEDATIVES & SLEEP PDTS	10,731.5	9,317.7	8,078.0	(1,239.7)	-13.3%
H525	MISC FIXTURES, EQUIPMENT & SYSTEMS	9,346.9	13,495.3	11,690.4	(1,804.9)	-13.4%
D121	DENTAL SUPPLIES & MOUTHWASHES	17,307.6	22,638.4	19,598.6	(3,039.8)	-13.4%
F111	SUGARS, SYRUPS & JELLIES	3,785.3	5,323.1	4,603.0	(720.1)	-13.5%
B189	MISC. ORGANIZATION ADVERTISING	3,508.1	4,075.3	3,456.8	(618.5)	-15.2%
D123	FEMININE HYGIENE PRODUCTS	1,437.7	3,448.1	2,897.4	(550.7)	-16.0%
F310	BEER & ALE	105,391.4	96,638.7	80,361.3	(16,277.4)	-16.8%
H433	CLEANERS, WAXES & POLISHES (SPECIFIC USES)	7,695.8	6,487.9	5,311.0	(1,176.9)	-18.1%
T610	GARDEN MACHINERY, IMPLEMENTS & FIXTURES	24,426.4	25,731.5	21,031.7	(4,699.8)	-18.3%
D124	DEPILATORIES & DEODORANTS	6,965.4	7,153.2	5,801.6	(1,351.6)	-18.9%
D214	LAXATIVES	4,220.1	4,362.6	3,456.4	(906.2)	-20.8%
H522	HEATING & AIR CONDITIONING SYSTS	10,153.0	7,862.8	6,216.0	(1,646.8)	-20.9%
H120	FURNITURE	16,448.5	15,232.9	11,799.3	(3,433.6)	-22.5%
H411	SOAPS & LIGHT DUTY DETERGENTS	7,713.1	6,455.9	4,958.5	(1,497.4)	-23.2%
G562	MISCELLANEOUS (NOT ELSEWHERE CLASSIFIED)	5,929.2	6,665.9	5,100.3	(1,565.6)	-23.5%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 198

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
B620	INDUSTRIAL & AGRICULTURAL AREA DEVELOPMENT	10.1	7.8	5.9	(1.9)	-24.4%
T154	AUTO PARTS & ACCESSORIES	3,064.8	2,883.9	2,129.2	(754.7)	-26.2%
B612	AIRLINE FREIGHT	15,065.1	17,904.4	12,948.1	(4,956.3)	-27.7%
H515	MISCELLANEOUS BUILDING MATERIALS	2,344.7	2,260.8	1,625.0	(635.8)	-28.1%
T550	PEST CONTROLS	15,110.8	12,649.0	8,969.5	(3,679.5)	-29.1%
F123	HEALTH & DIETARY FOODS	6,148.9	4,776.6	3,380.2	(1,396.4)	-29.2%
A117	MULTIPLE APPAREL, MFRS & MISC.	5,148.6	2,767.5	1,947.6	(819.9)	-29.6%
T161	CAR RENTALS & LEASING	14,898.1	22,617.9	15,866.4	(6,751.5)	-29.9%
G410	FISHING TACKLE & EQUIPMENT	614.6	582.4	405.6	(176.8)	-30.4%
F161	BREAD & ROLLS	27,955.5	28,010.8	19,470.4	(8,540.4)	-30.5% *
D144	HOME PERMS & RELAXERS	2,625.6	3,219.0	2,211.8	(1,007.2)	-31.3%
H234	PATIO & BARBECUE EQUIPMENT ACCESSORIES	3,548.4	5,555.0	3,726.1	(1,828.9)	-32.9%
H216	MAJOR APPLIANCE COMBINATION COPY	3,249.2	2,949.9	1,954.0	(995.9)	-33.8%
H235	MISCELLANEOUS ACCESSORIES & SUPPLIES	4,727.0	4,995.7	3,242.2	(1,753.5)	-35.1%
D126	MEN'S SHAVING EQUIPMENT	2,485.1	1,804.5	1,159.3	(645.2)	-35.8%
D145	MEN'S HAIR CARE PRODUCTS	218.9	2,794.5	1,786.9	(1,007.6)	-36.1%
G561	INSTITUTION & CORPORATE PROMOS & CO-OPS	14,319.7	21,560.7	13,534.8	(8,025.9)	-37.2%
F180	COMBINATION FOOD COPY	2,579.3	3,091.1	1,931.3	(1,159.8)	-37.5%
H521	PLUMBING & SANITATION EQUIPMENT	3,014.7	5,033.7	2,756.0	(2,277.7)	-45.2%
B313	COPIERS & OTHER OFFICE MACHINES	2,855.0	5,443.9	2,964.9	(2,479.0)	-45.5%
G112	CIGARS & TOBACCO	1,345.2	46.4	25.0	(21.4)	-46.1%
T114	PASSENGER CARS & TRUCKS	18,979.8	48,420.9	25,143.7	(23,277.2)	-48.1%
H220	SMALL APPLIANCES & EQUIPMENT	3,950.4	4,384.5	2,229.4	(2,155.1)	-49.2%
H242	HOME DISINFECTANTS	101.6	439.5	222.5	(217.0)	-49.4%
G430	BOATS & MOTORS	2,493.6	2,603.5	1,299.5	(1,304.0)	-50.1%
G510	LUGGAGE & LEATHER GOODS	31.8	85.1	41.7	(43.4)	-51.0%
T570	SEEDS (FIELD CROP)	998.2	1,039.0	491.9	(547.1)	-52.7%
B130	CORRESPONDENCE SCHOOLS	4,498.8	6,365.8	3,012.0	(3,353.8)	-52.7%
A116	SPORTSWEAR BOTTOMS	2,047.7	6,581.1	3,029.3	(3,551.8)	-54.0%
H150	MISC HOUSEHOLD FURNISHINGS	2,519.4	938.0	428.7	(509.3)	-54.3%
T560	AGRICULTURAL SERVICES & MISCELLANEOUS	17.5	21.3	9.4	(11.9)	-55.9%
A142	NOTIONS	1,032.7	1,693.7	727.4	(966.3)	-57.1%
F153	MEATS	8,319.6	10,020.6	4,283.7	(5,736.9)	-57.3%
G421	CAMPING EQUIPMENT	16.1	29.7	12.6	(17.1)	-57.6%
D146	PERSONAL CARE & GROOMING APPLIANCE	451.3	1,309.5	540.6	(768.9)	-58.7%
T141	CAR & TRUCK TIRES & TUBES	8,363.7	12,318.5	4,978.0	(7,340.5)	-59.6%
F340	MISCELLANEOUS MIXING INGREDIENTS	51.8	91.8	34.2	(57.6)	-62.7%
H132	LINOLEUM, MISC HARD SURFACE FLOOR COVERING	556.5	465.4	165.5	(299.9)	-64.4%
H310	HOME ELECTRONIC EQUIPMENT	1,279.3	3,233.5	1,119.6	(2,113.9)	-65.4%
H231	COOKING UTENSILS & PRESSURE COOKERS	611.3	2,601.1	881.8	(1,719.3)	-66.1%

SPOT ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS 1990 VS. 6 MOS 198

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
T624	HOUSE PLANTS & SUPPLIES	1,048.0	362.6	122.9	(239.7)	-66.1%
H340	MUSICAL INSTRUMENTS	76.6	47.9	16.1	(31.8)	-66.4%
D112	LIP & EYE BEAUTY PRODUCTS	137.6	1,935.2	618.1	(1,317.1)	-68.1%
T115	MOTORCYCLES	1,007.6	2,152.3	666.6	(1,485.7)	-69.0%
D147	MISCELLANEOUS & COMBINATION HAIR CARE PDTS	7,143.5	14,216.9	4,360.8	(9,856.1)	-69.3%
G571	BUSINESS PROPOSITIONS	51.0	66.5	19.6	(46.9)	-70.5%
T130	MOTOR & MOBILE HOMES & CAMPERS	254.2	169.8	46.4	(123.4)	-72.7%
T222	FUELS	33.8	355.5	96.2	(259.3)	-72.9%
D115	MANICURE PREPARATIONS & IMPLEMENTS	2,371.7	1,501.7	383.6	(1,118.1)	-74.5%
F141	CITRUS FRUITS	1,587.3	2,621.5	665.1	(1,956.4)	-74.6%
B182	UNIONS	2,301.6	2,307.2	504.3	(1,802.9)	-78.1%
D132	PRE-MOISTEN TOWELETTES & MISC TOILET GOODS	1,517.8	639.6	116.6	(523.0)	-81.8%
T152	ANTI-FREEZE & ADDITIVES	517.6	1,553.8	268.8	(1,285.0)	-82.7%
H142	BEDDING & LINENS	1.7	35.4	5.3	(30.1)	-85.0%
B314	DATA SYSTEMS, GENERAL PROMO & COMBO COPY	1,962.1	2,238.2	325.5	(1,912.7)	-85.5%
H131	CARPETS, RUGS & PADS	92.5	1,317.2	153.0	(1,164.2)	-88.4%
D127	WOMEN'S SHAVING EQUIPMENT	898.6	3,992.3	368.4	(3,623.9)	-90.8%
T532	FARM FEEDS & SUPPLEMENTS	41.2	229.4	20.7	(208.7)	-91.0%
T221	LUBRICANTS	46.5	11.1	1.0	(10.1)	-91.0%
A160	HOSIERY	632.7	2,214.2	190.6	(2,023.6)	-91.4%
A170	APPAREL FABRICS & FINISHES	0.0	104.5	4.9	(99.6)	-95.3%
D129	MISCELLANEOUS HYGIENIC GOODS	1,374.8	2,107.5	29.6	(2,077.9)	-98.6%
H111	CHINA, GLASSWARE & POTTERY	428.6	671.5	7.1	(664.4)	-98.9%
A115	SPORTSWEAR TOPS	8.2	120.3	0.5	(119.8)	-99.6%
B611	RAILROAD FREIGHT	0.0	0.1	0.0	(0.1)	-100.0%
A113	FURS & FUR COATS	1.7	1.4	0.0	(1.4)	-100.0%
H143	HOUSEHOLD FABRIC FIBER & FINISHES	811.5	12.1	0.0	(12.1)	-100.0%
B512	PACKAGING & PAPER PRODUCTS	5.7	114.4	0.0	(114.4)	-100.0%
	TOTALS:	2,436,685.6	2,518,577.7	2,650,765.9	132,188.2	5.2%

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON

* Reflects the move of muffins, coffee cakes, pop tarts & doughnuts from F161 to F162 in 1990.

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
A111	BLOUSES & SHIRTS	10.1	0.0	6.9	6.9	INF%
A112	COATS, SUITS, DRESSES & RAINWEAR	305.9	18.0	258.8	240.8	1337.8%
A113	FURS & FUR COATS	1.7	1.4	0.0	(1.4)	-100.0%
A115	SPORTSWEAR TOPS	8.2	120.3	0.5	(119.8)	-99.6%
A116	SPORTSWEAR BOTTOMS	2,047.7	6,581.1	3,029.3	(3,551.8)	-54.0%
A117	MULTIPLE APPAREL, MFRS & MISC.	5,148.6	2,767.5	1,947.6	(819.9)	-29.6%
A121	UNDERWEAR, SLEEPWEAR & LOUNGING APPAREL	3,160.6	3,087.2	5,095.5	2,008.3	65.1%
A122	FOUNDATIONS & BRAS	721.1	1,116.4	1,490.3	373.9	33.5%
A131	REGULAR, CASUAL & SPORT FOOTWEAR	6,006.2	15,183.2	14,316.7	(866.5)	-5.7%
A132	PROTECTIVE & WORK FOOTWEAR	0.0	2.0	2.1	0.1	5.0%
A134	SHOE CARE PRODUCTS	0.0	4.1	42.2	38.1	929.3%
A141	APPAREL ACCESSORIES	65.7	2.2	97.8	95.6	4345.5%
A142	NOTIONS	1,032.7	1,693.7	727.4	(966.3)	-57.1%
A150	HATS	1.8	0.0	1.0	1.0	INF%
A160	HOSIERY	632.7	2,214.2	190.6	(2,023.6)	-91.4%
A170	APPAREL FABRICS & FINISHES	0.0	104.5	4.9	(99.6)	-95.3%
	A 100 APPAREL, FOOTWEAR & ACCESSORIES	19,143.0	32,895.8	27,211.6	(5,684.2)	-17.3%
B130	CORRESPONDENCE SCHOOLS	4,498.8	6,365.8	3,012.0	(3,353.8)	-52.7%
B141	COMMUNICATIONS EQUIPMENT & SERVICES	11,955.8	17,849.5	21,433.6	3,584.1	20.1%
B142	LONG DISTANCE SERVICES	23,677.0	28,091.4	27,110.9	(980.5)	-3.5%
B143	DATA TRANSMISSION SYSTEMS	321.2	2,538.8	5,171.7	2,632.9	103.7%
B144	TELEPHONE COMPANIES	37,205.7	33,815.8	45,022.3	11,206.5	33.1%
B150	FINANCIAL	27,002.0	40,977.6	55,031.7	14,054.1	34.3%
B160	GOVERNMENT ADVERTISING	28,832.5	38,594.4	42,468.7	3,874.3	10.0%
B181	POLITICAL ADVERTISING	2,256.4	0.0	2.2	2.2	INF%
B182	UNIONS	2,301.6	2,307.2	504.3	(1,802.9)	-78.1%
B183	RELIGIOUS, CHARITABLE & HUMANITARIAN	1,593.3	2,572.4	2,691.7	119.3	4.6%
B189	MISC. ORGANIZATION ADVERTISING	3,508.1	4,075.3	3,456.8	(618.5)	-15.2%
	B100 CONSUMER SERVICES & ORGANIZATIONS	181,438.4	242,979.8	260,329.1	17,349.3	7.1%
B210	LIFE INSURANCE (INCLUDING GROUP & MEDICAL)	30,575.4	24,862.7	35,787.2	10,924.5	43.9%
B220	FIRE, CASUALTY, OTHER INSURANCE	12,900.7	12,354.9	16,348.3	3,993.4	32.3%
	B200 INSURANCE	43,476.1	37,217.6	52,135.5	14,917.9	40.1%
B311	COMPUTERS, HARDWARE & SOFTWARE	4,343.0	2,283.2	5,310.9	3,027.7	132.6%
B312	WORD PROCESSORS & TYPEWRITERS	1,932.1	22.2	20.6	(1.6)	-7.2%
B313	COPIERS & OTHER OFFICE MACHINES	2,855.0	5,443.9	2,964.9	(2,479.0)	-45.5%
B314	DATA SYSTEMS, GENERAL PROMO & COMBO COPY	1,962.1	2,238.2	325.5	(1,912.7)	-85.5%
B315	OFFICE FURNITURE & MISCELLANEOUS	59.6	22.2	22.1	(0.1)	-0.5%
B321	STATIONERY & PAPER GOODS	1,311.6	995.4	2,550.1	1,554.7	156.2%
B322	PENS, PENCILS, MARKERS & MISCELLANEOUS	8.5	0.0	0.0	0.0	0.0%
	B300 COMPUTERS, OFFICE EQUIP. & STATIONARY	12,471.9	11,005.1	11,194.1	189.0	1.7%

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
B410	BOOKS & MUSIC	8,986.8	6,827.5	9,751.7	2,924.2	42.8%
B420	MAGAZINES, NEWSPAPERS & OTHER MEDIA	60,584.8	49,528.3	48,693.4	(834.9)	-1.7%
	B400 PUBLISHING & MEDIA	69,571.6	56,355.8	58,445.1	2,089.3	3.7%
B512	PACKAGING & PAPER PRODUCTS	5.7	114.4	0.0	(114.4)	-100.0%
B514	INDUSTRIAL CHEMICALS & PLASTICS	19.4	16.7	30.6	13.9	83.2%
B520	INDUSTRIAL MACHINERY, INSTRUMENTS & COMPNT:	53.4	27.8	24.6	(3.2)	-11.5%
	B500 INDUSTRIAL MATERIALS	78.5	158.9	55.2	(103.7)	-65.3%
B611	RAILROAD FREIGHT	0.0	0.1	0.0	(0.1)	-100.0%
B612	AIRLINE FREIGHT	15,065.1	17,904.4	12,948.1	(4,956.3)	-27.7%
B613	STEAMSHIP, TRUCK & OTHER FREIGHT	1.5	0.0	0.0	0.0	0.0%
B620	INDUSTRIAL & AGRICULTURAL AREA DEVELOPMENT	10.1	7.8	5.9	(1.9)	-24.4%
	B600 FREIGHT, INDUSTRIAL & AGRICULTURAL DEV.	15,076.7	17,912.3	12,954.0	(4,958.3)	-27.7%
D111	CREAMS & LOTIONS	13,295.6	16,296.4	15,205.0	(1,091.4)	-6.7%
D112	LIP & EYE BEAUTY PRODUCTS	137.6	1,935.2	618.1	(1,317.1)	-68.1%
D113	PERFUMES & TOILET WATER	9,864.0	8,745.3	8,657.7	(87.6)	-1.0%
D114	FACIAL MAKEUP PRODUCTS	1,379.9	1,780.9	2,552.6	771.7	43.3%
D115	MANICURE PREPARATIONS & IMPLEMENTS	2,371.7	1,501.7	383.6	(1,118.1)	-74.5%
D116	COSMETICS COMBINATION COPY	4,559.0	3,350.1	3,514.5	164.4	4.9%
D121	DENTAL SUPPLIES & MOUTHWASHES	17,307.6	22,638.4	19,598.6	(3,039.8)	-13.4%
D122	TOILET SOAPS	8,718.5	7,451.9	12,396.2	4,944.3	66.3%
D123	FEMININE HYGIENE PRODUCTS	1,437.7	3,448.1	2,897.4	(550.7)	-16.0%
D124	DEPILATORIES & DEODORANTS	6,965.4	7,153.2	5,801.6	(1,351.6)	-18.9%
D125	MEN'S TOILETRIES	7,255.0	7,848.9	11,623.6	3,774.7	48.1%
D126	MEN'S SHAVING EQUIPMENT	2,485.1	1,804.5	1,159.3	(645.2)	-35.8%
D127	WOMEN'S SHAVING EQUIPMENT	898.6	3,992.3	368.4	(3,623.9)	-90.8%
D128	HYGIENIC GOODS COMBINATION COPY	8.1	4.9	8.9	4.0	81.6%
D129	MISCELLANEOUS HYGIENIC GOODS	1,374.8	2,107.5	29.6	(2,077.9)	-98.6%
D131	BATH PRODUCTS	1,104.0	83.0	714.1	631.1	760.4%
D132	PRE-MOISTEN TOWELETTES & MISC TOILET GOODS	1,517.8	639.6	116.6	(523.0)	-81.8%
D141	HAIR COLORING PRODUCTS	2,136.6	1,591.0	1,446.1	(144.9)	-9.1%
D142	SHAMPOOS, RINSES & CONDITIONERS	15,869.8	13,319.4	16,441.0	3,121.6	23.4%
D143	HAIR SPRAYS, MOUSSES & GELS	370.5	292.4	900.8	608.4	208.1%
D144	HOME PERMS & RELAXERS	2,625.6	3,219.0	2,211.8	(1,007.2)	-31.3%
D145	MEN'S HAIR CARE PRODUCTS	218.9	2,794.5	1,786.9	(1,007.6)	-36.1%
D146	PERSONAL CARE & GROOMING APPLIANCE	451.3	1,309.5	540.6	(768.9)	-58.7%
D147	MISCELLANEOUS & COMBINATION HAIR CARE PDTS	7,143.5	14,216.9	4,360.8	(9,856.1)	-69.3%
	D100 TOILETRIES & TOILET GOODS	109,496.6	127,524.6	113,333.8	(14,190.8)	-11.1%
D211	HEADACHE REMEDIES, SEDATIVES & SLEEP PDTS	10,731.5	9,317.7	8,078.0	(1,239.7)	-13.3%
D212	COLD, COUGH & SINUS REMEDIES	29,743.5	30,816.8	36,715.0	5,898.2	19.1%
D213	DIGESTIVE AIDS & ANTACIDS	7,054.1	5,995.7	6,483.5	487.8	8.1%
D214	LAXATIVES	4,220.1	4,362.6	3,456.4	(906.2)	-20.8%
D215	VITAMIN PREPARATIONS & TONICS	4,638.8	1,827.7	4,546.0	2,718.3	148.7%

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990	
D216	MEDICATED SKIN PRODUCTS & LINIMENTS	12,476.7	11,697.5	17,060.5	5,363.0	45.8%	
D217	REDUCING AIDS	1,837.2	952.2	2,364.7	1,412.5	148.3%	
D218	PHARMACEUTICAL HOUSES, GENERAL PROMOTION	1,869.1	566.9	4,148.0	3,581.1	631.7%	
D219	MISCELLANEOUS MEDICATIONS	8,149.9	8,784.8	9,939.2	1,154.4	13.1%	
D221	MEDICAL APPLIANCES & EQUIPMENT	9,455.7	4,402.1	4,082.7	(319.4)	-7.3%	
D222	MISCELLANEOUS MEDICAL SUPPLIES	3,657.1	3,659.5	4,757.5	1,098.0	30.0%	
	D200 PROPIETARY MEDICINES	95,821.7	84,372.5	103,621.5	19,248.0	22.8%	
F111	SUGARS, SYRUPS & JELLIES	3,785.3	5,323.1	4,603.0	(720.1)	-13.5%	
F112	SHORTENING & OILS	13,921.3	13,471.4	13,213.5	(257.9)	-1.9%	
F113	FLOUR, PREPARED BAKING MIXES & INGREDIENTS	3,101.1	3,001.5	5,218.7	2,217.2	73.9%	
F114	SEASONINGS, SPICES & EXTRACTS	2,778.7	642.4	691.0	48.6	7.6%	
F115	DESSERTS & DESSERT INGREDIENTS	8,198.8	9,707.7	9,230.2	(477.5)	-4.9%	
F116	CONDIMENTS, PICKLES & RELISHES	8,480.9	15,221.8	14,622.4	(599.4)	-3.9%	
F117	SAUCES, GRAVIES & DIPS	18,449.4	17,748.3	16,669.7	(1,078.6)	-6.1%	
F118	SALAD DRESSINGS & MAYONNAISE	6,800.5	9,716.3	13,404.5	3,688.2	38.0%	
F119	MISCELLANEOUS FOOD INGREDIENTS	1,757.9	2,904.4	3,975.6	1,071.2	36.9%	
F121	SOUPS	8,092.0	10,560.1	9,258.9	(1,301.2)	-12.3%	
F122	CEREALS	84,506.5	74,785.6	88,080.9	13,295.3	17.8%	
F123	HEALTH & DIETARY FOODS	6,148.9	4,776.6	3,380.2	(1,396.4)	-29.2%	
F124	INFANTS' FOODS	1,144.5	5,042.6	4,718.2	(324.4)	-6.4%	
F125	MACARONI, SPAGHETTI, NOODLE PDTS & DINNERS	15,457.0	18,426.8	18,373.4	(53.4)	-0.3%	
F126	OTHER DINNERS & PREPARED DISHES	38,676.6	28,085.9	42,805.3	14,719.4	52.4%	
F127	MISCELLANEOUS PREPARED FOODS	4,670.0	3,971.9	4,298.7	326.8	8.2%	
F131	MILK, BUTTER & EGGS	25,944.2	31,902.5	28,338.6	(3,563.9)	-11.2%	
F132	CHEESE	8,753.6	8,850.4	11,820.7	2,970.3	33.6%	
F133	ICE CREAM & SHERBETS	20,889.3	20,246.4	19,064.5	(1,181.9)	-5.8%	
F141	CITRUS FRUITS	1,587.3	2,621.5	665.1	(1,956.4)	-74.6%	
F142	OTHER FRUITS (INCL FRESH NUTS)	6,052.5	5,271.8	9,048.9	3,777.1	71.6%	
F143	VEGETABLES	6,835.7	6,358.7	8,381.2	2,022.5	31.8%	
F151	LUNCH MEATS & HOT DOGS	10,808.0	12,918.8	12,403.4	(515.4)	-4.0%	
F152	BACON, SAUSAGE & KIELBASA	8,338.6	8,073.1	9,337.5	1,264.4	15.7%	
F153	MEATS	8,319.6	10,020.6	4,283.7	(5,736.9)	-57.3%	
F154	POULTRY	15,047.8	14,720.6	15,941.1	1,220.5	8.3%	
F155	FISH (SEAFOOD)	7,389.4	4,633.6	4,869.3	235.7	5.1%	
F161	BREAD & ROLLS	27,955.5	28,010.8	19,470.4	(8,540.4)	-30.5%	*
F162	CAKES, PIES & PASTRIES	5,364.4	3,135.6	15,407.8	12,272.2	391.4%	*
F163	COOKIES & CRACKERS	7,188.5	6,429.4	11,787.2	5,357.8	83.3%	
F171	COFFEE, TEA , COCOA & MILK ADDITIVES	27,111.8	33,182.2	43,868.6	10,686.4	32.2%	
F172	FRUIT JUICES	26,613.7	19,855.9	23,260.9	3,405.0	17.1%	
F173	VEGETABLE JUICES	2,453.2	35.7	90.9	55.2	154.6%	
F180	COMBINATION FOOD COPY	2,579.3	3,091.1	1,931.3	(1,159.8)	-37.5%	
	F100 FOOD & FOOD PRODUCTS	138,361.8	131,188.6	150,248.7	19,060.1	14.5%	
F211	CANDY & GUM	50,863.0	39,034.3	42,167.4	3,133.1	8.0%	
F212	SNACKS FOODS & NUTS	24,714.3	21,534.5	28,057.8	6,523.3	30.3%	
F221	CARBONATED SOFT DRINKS	111,272.5	96,766.2	94,915.9	(1,850.3)	-1.9%	
F223	NON-CARBONATED SOFT DRINKS	6,833.8	10,240.2	18,399.1	8,158.9	79.7%	
F224	BOTTLED WATER	4,958.3	6,190.1	9,594.5	3,404.4	55.0%	
	F200 CONFECTIONARY, SNACKS & SOFT DRINKS	198,641.9	173,765.3	193,134.7	19,369.4	11.1%	

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMERS, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
F310	BEER & ALE	105,391.4	96,638.7	80,361.3	(16,277.4)	-16.8%
F320	WINES & COOLERS	9,081.3	3,577.7	4,957.9	1,380.2	38.6%
F340	MISCELLANEOUS MIXING INGREDIENTS	51.8	91.8	34.2	(57.6)	-62.7%
	F300 BEER & WINE	114,524.5	100,308.2	85,353.4	(14,954.8)	-14.9%
G112	CIGARS & TOBACCO	1,345.2	46.4	25.0	(21.4)	-46.1%
G120	SMOKING MATERIALS	2,111.1	1,764.6	2,358.4	593.8	33.7%
	G100 SMOKING MATERIALS	3,456.3	1,811.0	2,383.4	572.4	31.6%
G211	JEWELRY	2,124.0	713.3	663.5	(49.8)	-7.0%
G212	WATCHES	4,035.9	1,311.4	1,730.5	419.1	32.0%
G221	SUNGLASSES & EYE GLASSES	2,852.1	720.6	700.9	(19.7)	-2.7%
G222	OPTICAL PRECISION INSTRUMENTS	N/A	N/A	1.0	1.0	INF%
G230	CAMERAS & PHOTOGRAPHIC SUPPLIES	4,822.1	7,398.6	10,014.3	2,615.7	35.4%
	G200 JEWELRY & OPTICAL GOODS & CAMERAS	13,834.1	10,143.9	13,110.2	2,966.3	29.2%
G410	FISHING TACKLE & EQUIPMENT	614.6	582.4	405.6	(176.8)	-30.4%
G421	CAMPING EQUIPMENT	16.1	29.7	12.6	(17.1)	-57.6%
G422	HUNTING EQUIPMENT	9.4	15.0	49.2	34.2	228.0%
G430	BOATS & MOTORS	2,493.6	2,603.5	1,299.5	(1,304.0)	-50.1%
G440	BICYCLES & ACCESSORIES	2,110.8	1,147.6	1,471.7	324.1	28.2%
G450	GAMES, TOYS & HOBBYCRAFT	66,431.8	53,800.9	60,362.4	6,561.5	12.2%
G460	GOLF EQUIPMENT	286.2	272.3	1,170.3	898.0	329.8%
G470	SKI EQUIPMENT	22.7	40.7	35.8	(4.9)	-12.0%
G480	SNOWMOBILES & ALL TERRAIN VEHICLES	62.5	144.2	165.8	21.6	15.0%
G490	MISCELLANEOUS SPORTING EQUIPMENT	4,058.9	2,749.7	3,742.2	992.5	36.1%
	G400 SPORTING GOODS & TOYS	76,106.6	61,386.0	68,715.1	7,329.1	11.9%
G510	LUGGAGE & LEATHER GOODS	31.8	85.1	41.7	(43.4)	-51.0%
G531	PET FOODS	16,200.5	17,019.8	14,926.8	(2,093.0)	-12.3%
G532	PETS & PET SUPPLIES	3,749.1	2,562.1	4693.4	2,131.3	83.2%
G561	INSTITUTION & CORPORATE PROMOS & CO-OPS	14,319.7	21,560.7	13,534.8	(8,025.9)	-37.2%
G562	MISCELLANEOUS (NOT ELSEWHERE CLASSIFIED)	5,929.2	6,665.9	5,100.3	(1,565.6)	-23.5%
G571	BUSINESS PROPOSITIONS	51.0	66.5	19.6	(46.9)	-70.5%
G572	EMPLOYMENT RECRUITMENT	1,029.9	971.6	1,190.5	218.9	22.5%
	G500 MISCELLANEOUS	41,311.2	48,931.7	39,507.1	(9,424.6)	-19.3%
H111	CHINA, GLASSWARE & POTTERY	428.6	671.5	7.1	(664.4)	-98.9%
H120	FURNITURE	16,448.5	15,232.9	11,799.3	(3,433.6)	-22.5%
H131	CARPETS, RUGS & PADS	92.5	1,317.2	153.0	(1,164.2)	-88.4%
H132	LINOLEUM, MISC HARD SURFACE FLOOR COVERING	556.5	465.4	165.5	(299.9)	-64.4%
H133	CARPET FIBERS & MATERIALS	790.2	2,592.7	3,561.0	968.3	37.3%
H141	DRAPERIES, CURTAINS & HOUSEHOLD FABRICS	17.4	4.1	26.0	21.9	534.1%
H142	BEDDING & LINENS	1.7	35.4	5.3	(30.1)	-85.0%
H143	HOUSEHOLD FABRIC FIBER & FINISHES	811.5	12.1	0.0	(12.1)	-100.0%
H150	MISC HOUSEHOLD FURNISHINGS	2,519.4	938.0	428.7	(509.3)	-54.3%
	H100 HOUSEHOLD FURNISHINGS	21,666.3	21,269.3	16,145.9	(5,123.4)	-24.1%

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
H211	REFRIGERATORS & FREEZERS	156.6	191.2	4,105.0	3,913.8	2047.0%
H212	STOVES & RANGES	1,264.7	277.0	646.8	369.8	133.5%
H214	LAUNDRY EQUIPMENT	199.4	69.6	66.6	(3.0)	-4.3%
H215	MISCELLANEOUS MAJOR APPLIANCES	5,770.8	5,888.8	11,177.6	5,288.8	89.8%
H216	MAJOR APPLIANCE COMBINATION COPY	3,249.2	2,949.9	1,954.0	(995.9)	-33.8%
H217	ROOM AIR CONDITIONERS	755.5	654.9	639.6	(15.3)	-2.3%
H220	SMALL APPLIANCES & EQUIPMENT	3,950.4	4,384.5	2,229.4	(2,155.1)	-49.2%
H231	COOKING UTENSILS & PRESSURE COOKERS	611.3	2,601.1	881.8	(1,719.3)	-66.1%
H232	HOUSEHOLD PAPER PRODUCTS	13,317.8	14,671.6	26,456.1	11,784.5	80.3%
H233	FOOD WRAPS & FOILS	3,875.1	9,228.8	8,662.1	(566.7)	-6.1%
H234	PATIO & BARBECUE EQUIPMENT ACCESSORIES	3,548.4	5,555.0	3,726.1	(1,828.9)	-32.9%
H235	MISCELLANEOUS ACCESSORIES & SUPPLIES	4,727.0	4,995.7	3,242.2	(1,753.5)	-35.1%
H241	HOME PEST CONTROLS	9,487.3	6,189.1	7,699.3	1,510.2	24.4%
H242	HOME DISINFECTANTS	101.6	439.5	222.5	(217.0)	-49.4%
H243	DEODORIZERS & AIR FRESHENERS	1,136.5	1,635.2	1,524.2	(111.0)	-6.8%
	H200 HOUSEHOLD EQUIPMENT & SUPPLIES	52,151.6	59,731.9	73,233.3	13,501.4	22.6%
H310	HOME ELECTRONIC EQUIPMENT	1,279.3	3,233.5	1,119.6	(2,113.9)	-65.4%
H320	HOME ELECTRONICS COMPONENTS & SUPPLIES	10,240.3	6,710.8	18,778.3	12,067.5	179.8%
H330	AUDIO & VIDEO RECORDINGS	29,643.5	27,169.3	32,362.0	5,192.7	19.1%
H340	MUSICAL INSTRUMENTS	76.6	47.9	16.1	(31.8)	-66.4%
	H300 HOME ELECTRONICS EQUIP. & MUSICAL INST.	41,239.7	37,161.5	52,276.0	15,114.5	40.7%
H411	SOAPS & LIGHT DUTY DETERGENTS	7,713.1	6,455.9	4,958.5	(1,497.4)	-23.2%
H412	HEAVY DUTY DETERGENTS	25,060.7	20,751.0	38,269.7	17,518.7	84.4%
H420	LAUNDRY PREPARATIONS	11,405.5	5,699.4	9,780.9	4,081.5	71.6%
H431	CLEANERS & CLEANSER (GEN HOUSEHOLD USE)	12,639.2	16,101.0	15,050.0	(1,051.0)	-6.5%
H432	FLOOR & FURNITURE POLISHES & WAXES	428.0	762.9	1,539.4	776.5	101.8%
H433	CLEANERS, WAXES & POLISHES (SPECIFIC USES)	7,695.8	6,487.9	5,311.0	(1,176.9)	-18.1%
	H400 SOAPS, CLEANERS & POLISHES	64,942.3	56,258.1	74,909.5	18,651.4	33.2%
H512	INSULATION, WALLBOARD, ROOFING & SIDING	676.2	287.3	620.2	332.9	115.9%
H513	LUMBER & WOODWORK	243.7	139.3	128.5	(10.8)	-7.8%
H515	MISCELLANEOUS BUILDING MATERIALS	2,344.7	2,260.8	1,625.0	(635.8)	-28.1%
H521	PLUMBING & SANITATION EQUIPMENT	3,014.7	5,033.7	2,756.0	(2,277.7)	-45.2%
H522	HEATING & AIR CONDITIONING SYSTS	10,153.0	7,862.8	6,216.0	(1,646.8)	-20.9%
H523	WIRING, LIGHT FIXTURES & ACCESSORIES	1,485.4	681.4	875.1	193.7	28.4%
H524	HOME WORKSHOP HAND & POWER TOOLS	966.5	1,188.0	1,087.1	(100.9)	-8.5%
H525	MISC FIXTURES, EQUIPMENT & SYSTEMS	9,346.9	13,495.3	11,690.4	(1,804.9)	-13.4%
H541	PAINT, VARNISHES & MISC COATINGS	6,020.4	8,869.3	7,780.4	(1,088.9)	-12.3%
	H500 BUILDING MATERIALS, EQUIP. & FIXTURES	30,986.9	37,130.5	30,405.0	(6,725.5)	-18.1%
T111	PASSENGER CAR, DOMESTIC	67,309.7	50,584.0	61,602.1	11,018.1	21.8%
T112	PASSENGER CAR, IMPORTED	110,828.6	137,090.2	123,401.6	(13,688.6)	-10.0%
T113	AUTO DEALERS ASSOCIATIONS	320,845.4	377,990.2	363,213.2	(14,777.0)	-3.9%
T114	PASSENGER CARS & TRUCKS	18,979.8	48,420.9	25,143.7	(23,277.2)	-48.1%

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
T115	MOTORCYCLES	1,007.6	2,152.3	666.6	(1,485.7)	-69.0%
T120	COMMERCIAL TRUCKS & VEHICLES	51,784.1	51,902.4	59,689.4	7,787.0	15.0%
T130	MOTOR & MOBILE HOMES & CAMPERS	254.2	169.8	46.4	(123.4)	-72.7%
T141	CAR & TRUCK TIRES & TUBES	8,363.7	12,318.5	4,978.0	(7,340.5)	-59.6%
T142	MISCELLANEOUS TIRES & TUBES	0.0	0.0	1.7	1.7	INF%
T151	BATTERIES	1,615.5	895.0	2,135.6	1,240.6	138.6%
T152	ANTI-FREEZE & ADDITIVES	517.6	1,553.8	268.8	(1,285.0)	-82.7%
T153	CAR CLEANERS, WAXES & POLISHES	2,049.5	723.3	1,321.5	598.2	82.7%
T154	AUTO PARTS & ACCESSORIES	3,064.8	2,883.9	2,129.2	(754.7)	-26.2%
T161	CAR RENTALS & LEASING	14,898.1	22,617.9	15,866.4	(6,751.5)	-29.9%
T162	TRUCK RENTALS & LEASING	330.2	2,477.2	3,855.2	1,378.0	55.6%
	T100 AUTOMOTIVE, AUTO ACCESSORIES & EQUIP.	603,836.8	713,768.4	666,309.4	(47,460.0)	-6.6%
T211	GASOLINE & MOTOR OIL	46,665.3	50,117.7	66,173.1	16,055.4	32.0%
T212	GAS DEALER SERVICES, PROMOTIONS	6,499.3	6,442.2	10,406.1	3,963.9	61.5%
T221	LUBRICANTS	46.5	11.1	1.0	(10.1)	-91.0%
T222	FUELS	33.8	355.5	96.2	(259.3)	-72.9%
T230	PETROLEUM COMPANIES, GEN PROMO	2,880.9	5,627.8	5,352.9	(274.9)	-4.9%
	T200 GASOLINE, LUBRICANTS & FUELS	56,125.8	62,554.3	82,029.3	19,475.0	31.1%
T300	AVIATION, ACCESSORIES & EQUIPMENT	0.0	0.0	178.4	178.4	INF%
T412	CRUISE SHIP PASSENGER TRAVEL	15,217.3	9,800.7	16,714.4	6,913.7	70.5%
T413	AIRLINE PASSENGER TRAVEL	64,159.1	57,570.3	84,674.3	27,104.0	47.1%
T414	MISCELLANEOUS PASSENGER TRAVEL	4,938.3	5,431.4	6,089.1	657.7	12.1%
T432	HOTELS & RESORTS, OUTSIDE U S	25,628.6	25,171.0	27,176.4	2,005.4	8.0%
	T400 TRAVEL, HOTELS & RESORTS	109,943.3	97,973.4	134,654.2	36,680.8	37.4%
T520	CROP MACHINERY & EQUIPMENT	102.5	119.9	153.6	33.7	28.1%
T531	DAIRY, POULTRY & LIVESTOCK EQPT & ACCESS	1.6	0.0	0.0	0.0	INF%
T532	FARM FEEDS & SUPPLEMENTS	41.2	229.4	20.7	(208.7)	-91.0%
T533	FARM REMEDIES & SERVICES	248.2	5.2	270.9	265.7	5109.6%
T540	FERTILIZERS & SEED TREATMENT	246.6	22.2	265.6	243.4	1096.4%
T550	PEST CONTROLS	15,110.8	12,649.0	8,969.5	(3,679.5)	-29.1%
T560	AGRICULTURAL SERVICES & MISCELLANEOUS	17.5	21.3	9.4	(11.9)	-55.9%
T570	SEEDS (FIELD CROP)	998.2	1,039.0	491.9	(547.1)	-52.7%
	T500 AGRICULTURE & FARMING	16,766.6	14,086.0	10,181.6	(3,904.4)	-27.7%
T610	GARDEN MACHINERY, IMPLEMENTS & FIXTURES	24,426.4	25,731.5	21,031.7	(4,699.8)	-18.3%
T621	LAWN & GARDEN SEEDS, BULBS & NURSERY STOCK	93.0	98.6	179.1	80.5	81.6%
T622	LAWN & GARDEN FERTILIZERS	7,594.5	3,135.5	3,865.7	730.2	23.3%

SPOT ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 6 MOS 1990 VS. 6 MOS 1989

CODE	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
T623	LAWN & GARDEN PEST CONTROLS	4,450.3	6,327.7	6,772.6	444.9	7.0%
T624	HOUSE PLANTS & SUPPLIES	1,048.0	362.6	122.9	(239.7)	-66.1%
T630	HORTICULTURE SERVICES & MISC	760.6	557.0	501.7	(55.3)	-9.9%
	T600 HORTICULTURE	40,360.8	38,201.9	34,463.7	(3,739.2)	-9.8%
	TOTALS:	2,436,685.6	2,518,577.7	2,650,765.9	132,188.2	5.2%

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON

* Reflects the move of muffins, coffee cakes, pop tarts & doughnuts from F161 to F162 in 1990.